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## **Champion Alliance International Holdings Limited**

**冠均國際控股有限公司**

*(Incorporated in the Cayman Islands with members' limited liability)*

**(Stock Code: 1629)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Champion Alliance International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (the “**Relevant Year**”) and the information currently available to the Board, the Group is expected to record a net profit attributable to owners of the Company for the Relevant Year in the amount of approximately RMB12,365,000, as compared with an audited net loss attributable to owners of the Company in the amount of RMB18,243,000 for the year ended 31 December 2022. Such turnaround was primarily due to (i) the substantial increase in revenue for the household paper products segment of the Group during the Relevant Year; and (ii) the net loss attributable to owners of the Company in the amount of RMB18,243,000 for the year ended 31 December 2022 was mainly due to the loss making position of the cigarette packaging products business of the Group in the amount of approximately RMB48,251,000 and such business was ceased and disposed of by the Group in October 2022.

The Company is still in the process of finalising the consolidated financial results of the Group for the year ended 31 December 2023. The information contained in this announcement is only based on the preliminary assessment of the information currently available to the management and the unaudited consolidated management accounts of the Group for the year ended 31 December 2023, which have not been audited by the Group's auditor or reviewed by the audit committee of the Board, and may be subject to adjustments. Shareholders and potential investors of the Company are advised to read carefully the announcement of the Company in relation to the results of the Group for the year ended 31 December 2023, which is expected to be published by the end of March 2024.

By Order of the Board  
**Champion Alliance International Holdings Limited**  
**Chen Shuming**  
*Chairman and Executive Director*

Hong Kong, 19 March 2024

*As at the date of this announcement, the Board comprises Mr. Chen Shuming, Mr. Chen Xiaolong, Mr. Hu Enfeng, Mr. Li Aiguo and Mr. Chen Chen as executive Directors; and Mr. Chen Hua, Mr. Zhao Zhendong and Mr. Chin Chi Ho Stanley as independent non-executive Directors.*