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China Fortune Holdings Limited

中國長遠控股有限公司*

(Incorporated in Bermuda with limited liability, carrying on business in H.K. as CFH Limited)

(Stock Code: 110)

PROFIT ALERT — REDUCTION IN LOSS

This announcement is made by China Fortune Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment on the unaudited consolidated management accounts of the Group for the year ended 31 December 2023, the Group is expected to record a net loss in the range of approximately HK\$12.0 million to HK\$16.0 million for the year ended 31 December 2023 as compared to the net loss of approximately HK\$20.4 million for the year ended 31 December 2022.

Based on the information currently available, the expected reduction in loss was mainly attributable to (i) the gain on disposal of a subsidiary for the year ended 31 December 2023 as compared to loss on disposal of a subsidiary with last year; and (ii) the decrease in administrative expenses for the year ended 31 December 2023 as compared with last year.

The information contained in this announcement is only based on the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 and other information currently available, which have yet to be finalised and have not been reviewed by the audit committee of the Board or audited by the auditor of the Company and may be subject to adjustments. Shareholders and potential

* *For identification purposes only*

investors of the Company are advised to read carefully the annual results announcement of the Company for the year ended 31 December 2023, which is expected to be published on 28 March 2024.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
China Fortune Holdings Limited
Lau Siu Ying
Chairman and Chief Executive Officer

Hong Kong, 22 March 2024

As at the date of this announcement, the Board comprises three executive directors, namely Mr. Lau Siu Ying (Chairman), Mr. Wang Yu and Mr. Li Jianwu; and three independent non-executive directors, namely Dr. Law Chun Kwan, Dr. Lo Wai Shun and Mr. Leung Wai Hung.