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**CHINA RONGZHONG FINANCIAL HOLDINGS COMPANY LIMITED**

**中國融眾金融控股有限公司**

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

**(Stock Code: 03963)**

**PROFIT WARNING**

This announcement is made by China Rongzhong Financial Holdings Company Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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).

**PROFIT WARNING**

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Board and its preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2024 (the “**Reporting Period**”), the Group is expected to record a loss of approximately HK\$7.6 million as compared to approximately a loss of HK\$123.3 million as recorded in the previous corresponding year ended 31 March 2023.

The Board considers that the decrease in expected loss was mainly due to (i) the decrease in the recognition of provision for expected credit losses on financial assets of the Group (the “**ECL**”) of approximately HK\$77.8 million; (ii) the decrease in the recognition of impairment losses on goodwill of the Group (the “**Impairment Losses**”) of approximately HK\$9.6 million and (iii) the decrease in finance costs of approximately HK\$28.4 million as a result of disposal of certain subsidiaries of the Group during the year ended 31 March 2023. The Board wishes to emphasize that the above-mentioned provisions for ECL and Impairment Losses made are non-cash in nature and do not have any impact on the cash flow of the Group.

The Company may issue further announcement(s) to update the Shareholders as and when it is appropriate.

The information contained in this announcement only represents a preliminary assessment by the Board with reference to information currently available to the Group and the unaudited consolidated management accounts of the Group for the Reporting Period, all of which are still subject to review and audit by the Company’s auditors; the internal review and confirmation by the audit committee of the Company and the Board, hence may be subject to further adjustments. The Company is still in the process of preparing and finalizing the results announcement for the Reporting Period which is expected to be published by the end of June 2024 in accordance with the Listing Rules.

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

By Order of the Board  
**China Rongzhong Financial Holdings Company Limited**  
**Wong Emilie Hoi Yan**  
*Executive Director*

Hong Kong, 24 June 2024

*As at the date of this announcement, the executive Director of the Company is Ms. Wong Emilie Hoi Yan; the non-executive Directors of the Company are Mr. Lau Hiu Fung, Ms. Wong Jacqueline Yue Yee, Ms. Wong Michelle Yatyee and Mr. Wong Ming Bun David; and the independent non-executive Directors of the Company are Mr. Lie Chi Wing, Mr. Ng Wing Chung Vincent and Mr. Ng Yuk Yeung Paul.*