

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Shineroad International Holdings Limited

欣融國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1587)

PROFIT ALERT

This announcement is published by Shineroad 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 Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the review of the information currently available to the Board for the six months ended 30 June 2024 (the “**Relevant Period**”), the unaudited profit attributable to Shareholders for the Relevant Period is expected to be not more than approximately RMB18.9 million, representing an increase of approximately 78% as compared with the profit attributable to Shareholders of RMB10.6 million for the six months ended 30 June 2023. The Board believes such increase was primarily attributable to:

1. the Group has actively adjusted its product sales structure, with an increase of high-profit margin products in the overall sales proportion;
2. the Group has optimized its logistics-related support systems, leading to a significant reduction in business logistics expenses; and
3. the Group has proactively adjusted its sales and management teams, improved the per-capita sales output and management efficiency, and thus reduced its labor costs.

As at the date of this announcement, the Company is still in the course of finalizing its unaudited consolidated interim results for the Relevant Period. The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management account and other information currently available to the

management, which have not been reviewed by the audit committee under the Board and/or audited by the Company's auditor. Therefore, the actual financial information of the Group are subject to adjustment and may differ from the information contained in this announcement.

Shareholders and potential investors should refer to the interim results announcement of the Company for the Relevant Period, which is expected to be published on or around 16 August 2024, for details of the performance of the Group.

Shareholders and prospective investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Shineroad International Holdings Limited
Huang Haixiao
Chairman

Hong Kong, 12 August 2024

As at the date of this announcement, the executive Directors are Mr. Huang Haixiao, Ms. Huang Xin Rong and Mr. Dai Yihui; and the independent non-executive Directors are Mr. Tan Wee Seng, Mr. Chan Ka Kit and Mr. Meng Yuecheng.