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CONFIDENCE INTELLIGENCE HOLDINGS LIMITED

信懇智能控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1967)

POSITIVE PROFIT ALERT

This announcement is made by Confidence Intelligence 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 (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Reporting Period**”), the Group expects to record a net profit not more than approximately RMB14.0 million in the Reporting Period as opposed to a net loss of approximately RMB22.6 million for the six months ended 30 June 2023.

The turnaround from loss to profit for the Reporting Period is mainly attributed to the increase in sales and the improvement in Group’s gross profit margin, which was mainly due to (i) increase in sales orders from the major customers and (ii) the improvement of resources utilisation generally and thus more fixed costs were absorbed.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Reporting Period and information currently available to the Company, and is not based on any figures or information which have been reviewed or audited by the Company’s independent auditor or have been confirmed by the audit committee of the Company and are subject to adjustments. The Company is in the process of finalising the interim results of the Group for the Reporting Period. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the Reporting Period, which is expected to be published by the end of August 2024 in accordance with the Listing Rules.

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

By order of the Board
Confidence Intelligence Holdings Limited
Li Hao
Chairman

Hong Kong, 15 August 2024

As at the date of this announcement, the executive Directors are Mr. Li Hao, Mr. Zhang Bizhong, Mr. Xu Shizhen, Ms. Li Biqiong and Mr. Hao Xiangjun, and the independent non-executive Directors are Mr. Huang Jianfei, Mr. Wong Chun Sek Edmund and Ms. Mu Lingxia.