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Bright Future Technology Holdings Limited **辉煌明天科技控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1351)

PROFIT WARNING

This announcement is made by Bright Future Technology 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 and the information currently available to the board of directors of the Company (the “**Board**”), the Board wishes to inform the shareholders of the Company (“**Shareholders**”) and its potential investors that the Group is expected to record a profit attributable to the owners of the Company of not less than approximately RMB3.0 million, representing a decrease of approximately 66.3% as compared to the profit attributable to the owners of the Company of approximately RMB8.9 million for the corresponding period in 2023.

Based on the information currently available, the Board believes that the expected decrease in the profit attributable to the owners of the Company for the six months ended 30 June 2024 as compared to the corresponding period in 2023 was primarily due to (i) the increase in cost of services particularly from advertising traffic costs corresponding to the increase in revenue, and the discounts offered by the Company to its customers, which contributed to a decline in gross profit; and (ii) the decrease in other gains – net due to the cancellation of value-added tax addition and deduction within the industry in which the Group operates in 2024 and a decrease in government grants.

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2024, the information contained in this announcement is only based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available, which have neither been reviewed by the audit committee of the Company nor reviewed or audited by the Company’s auditors. The above

information may be subject to further adjustments upon final review by the Board and the Company's auditors. Shareholders and potential investors are advised to refer to the details in the interim results of the Group for the six months ended 30 June 2024, which is expected to be published in late August 2024 in accordance with the Listing Rules.

Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
Bright Future Technology Holdings Limited
DONG Hui
Chairman, Chief Executive Officer and Executive Director

Shenzhen, PRC, 16 August 2024

As at the date of this announcement, the executive Directors of the Company are Mr. DONG Hui, Mr. YANG Dengfeng, Ms. GAO Yuqing and Mr. CEN Senhui, and the independent non-executive Directors of the Company are Mr. LIU Kin Wai, Mr. WEI Hai Yan and Mr. LIN Sen.