

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.

Powerlong Commercial Management Holdings Limited **寶龍商業管理控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9909)

INSIDE INFORMATION **PROFIT WARNING**

This announcement is made by Powerlong Commercial Management Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

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 a preliminary assessment of the unaudited management accounts of the Group for the six months ended 30 June 2024 (the “**Period**”) and the other data currently available, the revenue for the Period of the Group is expected to be approximately RMB1,333 million (corresponding period in 2023: approximately RMB1,275 million), representing an increase as compared to that of the corresponding period in 2023; the net profit attributable to the owners of the Company for the Period of the Group is expected to be within the range of approximately RMB192.5 million to RMB196.5 million, representing a decrease of approximately 23.5% to 25.1% as compared to the net profit attributable to the owners of the Company for the six months ended 30 June 2023 of the Group of approximately RMB257.0 million.

The Board believes that the decrease in profit is mainly attributable to the following factors: (i) the Group performed impairment tests on the carrying amount of trade receivables and made reasonable impairment provisions on the principle of prudence due to the increase in credit risk of the relevant trade receivables of real estate developers as a result of the liquidity crisis amid the downturn in the real estate industry; and (ii) the Group carried out more marketing activities to enhance consumers’ desire for purchases in view of the intensifying market competition, which resulted in an increase of the related costs borne by the Group.

As at the date of this announcement, the Company is in the process of preparing and finalizing the interim results of the Group for the Period. The information contained in this announcement is only based on a preliminary assessment by the Company's management team with reference to the unaudited management accounts of the Group for the Period and the other data currently available, which have not been reviewed by the Company's auditors or the audit committee of the Company, and may be subject to further adjustments or amendments. Shareholders and potential investors are advised to read carefully the announcement of the interim results of the Group for the Period, which is expected to be published no later than the end of August 2024.

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

By order of the Board
Powerlong Commercial Management Holdings Limited
Hoi Wa Fong
Chairman

Hong Kong, 20 August 2024

As at the date of this announcement, the Board comprises of two executive Directors, namely, Mr. Hoi Wa Fong and Mr. Chen Deli, three non-executive Directors, namely, Mr. Zhang Yunfeng, Ms. Hoi Wa Fan and Ms. Hoi Wa Lam, and three independent non-executive Directors, namely, Dr. Lu Xiongwen, Ms. Ng Yi Kum, Estella and Mr. Chan Wai Yan, Ronald.