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SY HOLDINGS GROUP LIMITED

盛業控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6069)

POSITIVE PROFIT ALERT

This announcement is made by SY Holdings Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of the Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and 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 (the “**Board**”) of directors of the Company (the “**Directors**”) is pleased to report to the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on information currently available to the Company and the preliminary assessment on the unaudited consolidated management accounts of the Company for the year ended 31 December 2024, the Company is expected to record an increase of more than 30% in profit for the year ended 31 December 2024 as compared to that for the year ended 31 December 2023. The expected increase was primarily attributable to:

I) INCREASE IN REVENUE FROM PROVIDING PLATFORM TECHNOLOGY SERVICE:

Driven by the platformization strategy, the Group has leveraged digital technology to empower digital finance and utilized industrial data to advance inclusive finance. For the year ended 31 December 2024, the proportion of revenue from platform technology services increased to approximately 40%, further solidifying its role as a key driver of the Group’s overall performance growth.

II) GROWTH IN PLATFORM BUSINESS SCALE:

With continued investment in technological innovation and deeper integration into the industrial digital ecosystem, the platform has further refined its ability to meet digital financial needs within the supply chain. As a result, the scale of the platform business has continued to expand, with the daily average balance of loan facilitation supply chain assets by over 180% year-on-year in the period. As of December 31, 2024, the cumulative supply chain assets processed through the platform reached over RMB248 billion, representing a year-on-year increase of over 28%. The platform has cumulatively served over 18,100 clients, reflecting a year-on-year growth of over 18%.

III) GROWTH IN NEW E-COMMERCE SEGMENT:

Through strategic investment in a diversified group engaged in e-commerce supply chain services and innovative pharmaceutical industry investment, the Group has established partnerships with leading cross-border e-commerce platforms. By offering innovative inclusive financial solutions for cross-border e-commerce supply chains, the Group has helped Chinese small, and medium-sized enterprises (SMEs) shorten settlement periods for receivables and accelerate capital turnover. This initiative supports the “Made in China” journey to global markets and enables Chinese consumers to engage in “global shopping,” thereby forming a new growth driver for the business.

As a leading supply chain technology platform, the Group continues to focus on inclusive finance and digital finance businesses, closely following the policy orientation of the “Five Major Articles” proposed at the Central Financial Work Conference. The Group has served national pillar industries such as infrastructure, pharmaceuticals, and commodities, and is actively expanding into more strategic emerging industries, such as cross-border e-commerce. The Group integrates technology into the industrial supply chain to help SMEs on the chain obtain more convenient inclusive financial services. As of the date of the announcement, SME customers account for over 96% of the Group’s total customer base, with first-time borrowers making up more than 30%. At present, strategic cooperation has been established with more than 10 large central state-owned enterprise core enterprises, and a digital industry ecosystem has been established around over 1.5 million high-quality suppliers, linking 163 funding partners, representing a year-on-year increase of over 24%. Through continuous investment in technology and talent over the past decade, the Group has obtained over 80 national invention patents and computer software copyrights, and has helped more than 18,100 SMEs obtain inclusive financial services worth over 248 billion yuan.

The Group has maintained profitability for eleven consecutive years since established, and the Board is confident that the outlook for the business remains stable. The positive profit achieved amidst this period fully proves the sustainability of the Group’s platform strategy and business model, as well as its positive role in promoting the integration of industry and finance and fostering ecosystem prosperity. In the future, the Group will continue to increase investment in research and development and connect supply chain ecological data, further enhance science and technology finance capacity, constantly assist in high-quality development of the real economy, and provide more efficient and flexible inclusive financial services for SMEs.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the information currently available to the Board, all of which are still subject to review and audit by the Company’s auditor and internal review. Further, the information in this announcement is not based on any figures or information reviewed or approved by the audit committee of the Board. The Company is still in the process of finalizing the financial results of the Group for the year ended 31 December 2024, which are subject to possible adjustments upon further review. Shareholders and potential investors are advised to peruse the financial results for the year ended 31 December 2024 which is expected to be published in March 2025.

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

By order of the Board
SY Holdings Group Limited
Tung Chi Fung
Chairman

Hong Kong, 20 January 2025

As at the date of this announcement, the Board comprises two Executive Directors: Mr. Tung Chi Fung and Ms. Wang Ying; one Non-Executive Director: Mr. Lo Wai Hung; and four Independent Non-Executive Directors: Mr. Fong Heng Boo, Mr. Tang King San Terence, Ms. Chan Yuk Ying Phyllis and Mr. Sun Wei Yung Kevin.

If there is any inconsistency in this announcement between the Chinese and English versions, the English version shall prevail.