

*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.*

## **Bright Future Technology Holdings Limited** **輝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 year ended 31 December 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 (the “**Shareholders**”) and its potential investors that the Group is expected to record a loss attributable to the owners of the Company of not less than approximately RMB4.7 million, representing a decrease of approximately 131.8% as compared to the profit attributable to the owners of the Company of approximately RMB14.8 million for the year ended 31 December 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 year ended 31 December 2024 as compared to the year ended 31 December 2023 was primarily due to (i) the rise in cost of services particularly from advertising traffic costs corresponding to the revenue growth, along with the discounts provided by the Company to its customers, which led to a decline in gross profit; and (ii) the reduction in other gains – net resulting from the cancellation of value-added tax addition and deduction within the industry in which the Group operated in 2024, as well as a decrease in government grants. The Group will continue to promote cost reduction and efficiency enhancement measures as well as strengthen budget and cash flow control, striving to improve operational efficiency, optimize resource allocation and enhance profitability in the coming year.

As the Company is still in the process of finalising the annual results of the Group for the year ended 31 December 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 annual results of the Group for the year ended 31 December 2024, which is expected to be published in late March 2025 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, 10 March 2025

*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.*