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火岩控股有限公司 FIRE ROCK HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1909)

QUARTERLY UPDATE ON RESUMPTION

This announcement is made by Fire Rock Holdings Limited (the "Company") pursuant to Rule 13.24A of the Rules (the "Listing Rules") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

Reference is made to the announcements of the Company dated 23 February 2022, 18 March 2022, 1 April 2022, 20 May 2022, 30 June 2022, 8 July 2022, 29 August 2022 and 7 September 2022 respectively, in relation to, among other things, the Incident referred to in the announcement dated 23 February 2022, the delay in publication of the annual results of the Group for the year ended 31 December 2021, the suspension of trading in the Company's shares and the Resumption Guidance from the Stock Exchange, the quarterly update on resumption, the Company's profit warning, the delay in publication of the interim results and the interim report of the Group for the six months ended 30 June 2022 and the memorandum of understanding in relation to a possible acquisition by the Company (the "Announcements"). Unless the context otherwise requires, capitalised terms used herein shall have the same meaning as those defined in the Announcements.

OUTSTANDING FINANCIAL RESULTS

References are made to the announcements of the Company dated 18 March 2022 and 29 August 2022 in respect of, among others, the delay in publication of the 2021 Annual Results and the 2022 Interim Results, and the delay in despatch of the 2021 Annual Report and the 2022 Interim Report.

The Company is using its best endeavours to assist the auditors of the Company to follow up their audit work in relation to the 2021 Annual Results and to finalise the 2022 Interim Results. The Company will publish further announcement(s) to inform the Shareholders the progress of the publication of the 2021 Annual Results and 2022 Interim Results as and when appropriate.

Due to the matter and the relevant limitations as mentioned in the Company's announcement dated 18 March 2022 and 29 August 2022, the Company will require more time to complete the financial reporting and determine the relevant scope, as such, the Company expects that the publication of the 2021 Annual Results, 2021 Annual Report, 2022 Interim Results and 2022 Interim Report will be further delayed. As a result, the meeting of the Board to approve, among others, the 2021 Annual Results and the 2022 Interim Results will be postponed accordingly.

Under Rule 13.46(2)(b) of the Listing Rules, the Company is required to lay its annual financial statements before its members at its annual general meeting within the period of six months after the end of the financial year. Due to the further delay in publication of the 2021 Annual Results and the 2021 Annual Report, the Company expects that the 2021 AGM will also be delayed.

UPDATES ON BUSINESS OPERATION

The Group is a game developer principally engaged in the development of browser and mobile games.

Pursuant to the Company's announcement dated 7 September 2022, the Company entered into a non-legally binding MOU with the Vendors and the Target Company, pursuant to which the Company intends to acquire and the Vendors intend to sell the interests and/or business and assets of the Target Company. The Target Group is principally engaged in (1) provision of online marketing support, and provision of Internet technology services and technology development to clients; (2) sales of virtual goods and offline promotion; and (3) live broadcast and e-commerce operations business.

As at the date of this announcement, the Company has not entered into any binding agreement in relation to the Possible Acquisition. The Company will make announcement(s) on the development of the Possible Acquisition as and when appropriate, in accordance with the Listing Rules.

Despite the operational and financial impact of the abovementioned incidents on the Group as set out in the Announcements, the Group is carrying on its normal day-to-day operations as at the date of this announcement. Our future business development is in line with our expectation. The Group will continue to review its existing businesses from time to time and strive to improve the business operation and financial position of the Group. Further updates in respect of business operations of the Group will be announced as and when appropriate.

RESUMPTION PLAN

In order to fulfill the Resumption Guidance, the Company and its professional advisers are still in the progress of devising a resumption plan with actions that it intends to take to remedy the issues causing its trading suspension and to fulfill the Resumption Guidance. As mentioned above, the Company is making effort to prepare the 2021 Annual Results and the 2022 Interim Results and continues to strive for satisfaction of the requirements of the Resumption Guidance. The Company will seek to resume trading of its Shares on the Stock Exchange as soon as possible. Further announcements will be made by the Company to update the shareholders of the Company and the public on, among others, the progress of the resumption plan of the Company as and when appropriate.

CONTINUED SUSPENSION OF TRADING

Trading in the Shares on the Stock Exchange was suspended from 9:00 a.m. on 1 April 2022 and will remain suspended until further notice.

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

By order of the Board of
Fire Rock Holdings Limited
Chen Di
Executive Director

Hong Kong, 30 September 2022

As at the date of this announcement, the executive Directors are Mr. Zhou Kun and Mr. Chen Di; the non-executive Directors are Mr. Zhang Yan and Ms. Yang Kan; and the independent non-executive Directors are Mr. Chan King Fai, Mr. Yang Zhen and Ms. Zhuang Renyan.