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火岩控股
FIRE ROCK HOLDINGS

火岩控股有限公司
FIRE ROCK HOLDINGS LIMITED
(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8345)

POSITIVE PROFIT ALERT

This announcement is made by Fire Rock Holdings Limited (the “**Company**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The directors (the “**Directors**”) of the Company and the board of directors (the “**Board**”) of the Company would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2018 (the “**Relevant Period**”), the Group is expected to record an increase in revenue for the Relevant Period by over 80% as compared to that for the same period in 2017 and an increase in profit for the period by over 70% as compared to that for the same period in 2017. Such increases were principally due to encouraging response received during the period from a number of new game series commercially launched in 2017 and 2018 by the Group, leading to a significant increase in revenue as a whole.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2018 currently available, which have not been reviewed or audited by the auditor of the Company nor confirmed by the audit committee of the Company. It is not based on any figures or information reviewed by the Company’s auditor or audit committee of the Company. Therefore, the actual results of the Group for the Relevant Period may differ from the information contained in this

announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the six months ended 30 June 2018, which is expected to be published in early August 2018, for details of the performance of the Group.

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

By order of the Board of
Fire Rock Holdings Limited
Huang Yong
Executive Director and CEO

Hong Kong, Monday, 23 July 2018

As at the date of this announcement, the executive Directors are Mr. Huang Yong, Mr. Wu Zhe and Mr. Rao Zhenwu; the non-executive Directors are Mr. Zhang Yan, Mr. Zhang Xiongfeng and Ms. Yang Kan; and the independent non-executive Directors are Mr. Chan King Fai, Mr. He Yunpeng and Mr. Chen Di.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the Stock Exchange's website at www.hkexnews.hk and the GEM website at www.hkgem.com, in the case of this announcement, on the "Latest Company Announcements" page for at least seven days from the day of its posting. This announcement will also be published on the Company's website at www.firerock.hk.