

*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.*



**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 (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 year ended 31 December 2018 (the “**Relevant Period**”), the Group is expected to record an increase in revenue for the Relevant Period by over 95% as compared to that for the same period in 2017 and an increase in profit for the period by over 90% as compared to that for the same period in 2017. Such increases were principally due to encouraging response received during the Relevant Period from a number of new game series commercially launched in 2017 and 2018 by the Group, leading to a significant increase in revenue and profit 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 year ended 31 December 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 annual results announcement of the Company for the year ended 31 December 2018, which is expected to be published by the end of March 2019, 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, Thursday, 31 January 2019

*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 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](http://www.hkexnews.hk) and the GEM website at [www.hkgem.com](http://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](http://www.firerock.hk).*