合寶豐年
ALPHA ERA

Alpha Era International Holdings Limited
合寶豐年控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8406)

POSITIVE PROFIT ALERT

This announcement is made by Alpha Era International Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**") and the Inside Information Provisions (as defined under the GEM 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 (the "**Directors**") of the Company is pleased to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2020 and the information currently available to the Board, the Group is expected to record a significant increase of more than 150% in its net profit for the six months ending 30 June 2020 as compared to that for the corresponding period in 2019.

Based on the information currently available, the Board considers that the expected increase in the Group's net profit for the six months ending 30 June 2020 is mainly attributable to the substantial increase in sales of inflatable products in North America, and in particular the retail sales via the e-commerce sales platform which are of relatively higher profit margin.

As at the date of this announcement, the Company is still in the process of preparing its interim results for the six months ending 30 June 2020 (the "**Interim Results**"). The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group for the five months ended 31 May 2020, and is not based on any figure or information audited or reviewed by the Company's independent auditors, and may be subject to amendments. Shareholders and potential investors are advised to refer to details in the Interim Results announcement of the Company for the six months ending 30 June 2020 which is expected to be published on or before 14 August 2020.

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

By order of the Board
Alpha Era International Holdings Limited
Huang Xiaodong
Chairman and executive Director

Hong Kong, 29 June 2020

As at the date of this announcement, the Board comprises Mr. Huang Xiaodong and Mr. Xiao Jiansheng as executive Directors; Mr. Lee Kin Kee as non-executive Director; and Mr. Mao Guohua, Mr. Liu Zexing and Mr. Ho Hin Chung as independent non-executive Directors.

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 website of the Stock Exchange at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and on the Company's website at www.alpha-era.co.