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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 year ended 31 December 2020 (the “**Year**”) and the information currently available to the Board, the Group is expected to record an increase of approximately 25% in its net profit for the Year as compared to that for the year ended 31 December 2019.

Based on the information currently available to the Board, the Board considers that such substantial increase in the Group’s net profit for the Year was mainly attributable to the substantial increase in the revenue generated from the retail sales through e-commerce sales platform in the U.S.A..

As the Company is still in the process of preparing and finalising the annual results of the Group for the Year, information contained in this announcement is only based on a preliminary assessment made by the Company’s management team with reference to the information currently available to the Company and the unaudited consolidated management accounts of the Group for the Year, which has not been completely audited or reviewed by the Company’s auditor or the audit committee of the Company and may therefore be subject to changes.

Shareholders and potential investors should read the Company's annual results announcement for the Year carefully, which is expected to be published on 24 March 2021.

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, 23 March 2021

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.