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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)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This is a voluntary announcement made by Alpha Era International Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”). The purpose of this announcement is to provide the shareholders of the Company (the “**Shareholders**”) and its potential investors an update on the latest business developments of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, a direct wholly-owned subsidiary, Thinker Digital Network Technology Co., Limited (視客數字網絡科技有限公司) (the “**New Subsidiary**”) has been incorporated in Hong Kong, which will principally engage in the provision of medical and healthcare related services including but not limited to investing and operating chain dental clinics, internet hospitals, biopharmaceuticals and health management service platforms and related upstream and downstream supply chain businesses in Hong Kong and the PRC (“**New Business Activities**”).

The Group is principally engaged in the manufacturing and sales of inflatable products and related accessories. Considering the rising uncertainties and ongoing impact on the global economy caused by the outbreak of COVID-19 and its variants, the Board considers there is a need for the Group to diversify into new businesses and develop alternative sources of revenue in order to remain competitive.

In view that the pandemic had led to an increase in demand for medical services and rise in general health awareness, Board believes engaging in the New Business Activities represent a good opportunity for the Group to diversify into the healthcare and medical industry and can broaden the revenue stream of the Group, which is in the interests of the Company and the Shareholders as a whole.

In addition to operating its principal business activities, the development of the New Business Activities, particularly through leveraging the integration of digital transformation technology with smart healthcare product applications, shall be one of the key focus of the Group going forward.

By order of the Board
Alpha Era International Holdings Limited
Yan Ping
Chairlady and executive Director

Hong Kong, 9 February 2022

As at the date of this announcement, the Board comprises Ms. Yan Ping, Mr. Liu Yao Guang and Mr. Xiao Jiansheng as executive Directors; and Ms. Shen Jindan, Ms. Yang Haili and Mr. Wang Mo as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited 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 of Hong Kong Limited 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.