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創輝珠寶集團控股有限公司
Chong Fai Jewellery Group Holdings Company Limited
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 8537)

POSITIVE PROFIT ALERT

This announcement is made by Chong Fai Jewellery Group Holdings Company 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 wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review and analysis of information which includes the unaudited consolidated management accounts of the Group for the nine months ended 31 December 2022, the Group is expected to record a profit of approximately HK\$2.1 million for the nine months ended 31 December 2022 as compared to a loss of approximately HK\$0.7 million for the nine months ended 31 December 2021. The change from loss to profit was mainly attributable to (i) the increase in revenue by approximately HK\$19.9 million during the nine months ended 31 December 2022; and (ii) government grants of approximately HK\$1.2 million received from the Government of Hong Kong Special Administrative Region through its “Employment Support Scheme” during the nine months ended 31 December 2022.

The Company is in the process of finalising the unaudited condensed consolidated third quarterly results of the Group for the nine months ended 31 December 2022. The information contained in this announcement is only based on the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the nine months ended 31 December 2022 which have not been audited or reviewed by the auditor or the audit committee of the Company as at the date of this announcement. Therefore, the actual results of the Group for the nine months ended 31 December 2022 may differ from the information contained in this announcement.

Shareholders and potential investors are advised to read carefully the third quarterly results announcement of the Group for the nine months ended 31 December 2022, which is expected to be published on 8 February 2023 in accordance with the GEM Listing Rules.

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

By order of the Board
Chong Fai Jewellery Group Holdings Company Limited
Fu Chun Keung
Chairman

Hong Kong, 2 February 2023

As at the date of this announcement, the executive Directors are Mr. Fu Chun Keung, Ms. Cheung Lai Yuk and Ms. Fu Wan Ling; and the independent non-executive Directors are Mr. Chan Chi Ming Tony, Mr. Chan Cheong Tat and Mr. Wong Wing Keung Meyrick.

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 “Latest Listed Company Information” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.chongfaiholdings.com.