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Guoen Holdings Limited

國恩控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8121)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (“**GEM Listing Rule**”) 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 Law of Hong Kong).

The board (“**Board**”) of directors (“**Directors**”) of Guoen Holdings Limited (the “**Company**”) together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the year ended 31 March 2024 (the “**Year**”) and the information currently available, the Group expects that there will be an improvement in its annual results from a loss for the year of approximately HK\$5.90 million for the year ended 31 March 2023 to a profit for the year of not less than approximately HK\$2.70 million for the Year. The improvement in results for the Year was primarily due to (i) the continuing implementation of the expense control policy, via which there was a decrease in depreciation of right-of-use assets and staff costs incurred in administrative expenses; and (ii) a decrease in marketing-related expenses incurred in selling expenses, and the effect was partially offset by a decrease in subsidy income received from Hong Kong Government under the Employment Support Scheme.

The information contained in this announcement is only based on the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the Year and the information currently available and may be subject to adjustments. The consolidated annual results of the Group for the Year have not yet been finalised, and the information in this announcement has not been reviewed by the audit committee of the Company and has not been audited or reviewed by the auditor of the Company. The audited consolidated annual results of the Group for the Year may be different from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the Company’s annual results announcement for the Year, which is expected to be published on or around 20 June 2024 in accordance with the GEM Listing Rules.

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

By Order of the Board
Guoen Holdings Limited
Yin Di

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 14 June 2024

As at the date of this announcement, the executive Directors are Mr. Yin Di, Mr. Yip Shek Lun, Mr. Ng Chi Fung, Mr. Liu Liping and Ms. Wan Wai Ting; and the independent non-executive Directors are Ms. Fu Hongzhi, Mr. Bian Wencheng and Mr. Hong Ming Sang.

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 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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) 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 on the "Latest Listed Company Information" page for at least 7 days from the date of its publication. This announcement will also be published on the Company's website at www.guruonline.com.hk.