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華億金控集團有限公司
SINOFORTUNE FINANCIAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 08123)

PROFIT ALERT

This announcement is made by Sinofortune Financial 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 in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the “**Interim Period**”) and the information currently available to the Board, the Group is expected to record a profit of the Group of approximately HK\$7.0 million for the Interim Period, as compared to the loss of approximately HK\$13.0 million as recorded in the corresponding period in 2024.

The Company is of the view that the profit during the Interim Period was primarily attributable to the reversal of impairment loss amounting to approximately HK\$18.6 million on advance payments for purchase of trading motor vehicles. During the Interim Period, the Group experienced a significant decline in sales due to underperformance in its business segment which was primarily driven by an intense price war in the PRC market, as well as broader challenges such as geopolitical tensions and the looming threat of global trade restrictions. These factors collectively disrupted market conditions, dampened sales, and contributed to the unfavorable financial results.

As the Company is still in the process of finalizing its consolidated financial statements for the Interim Period, the information contained in this announcement is only based on the preliminary assessment by the Board, with reference to the management accounts and the information currently available which are subject to finalization and adjustments, and has not been reviewed by the audit committee nor the auditors of the Company. Further details of the Group's financial results and performance for the Group's Interim Period will be disclosed in the results announcement for the Interim Period in accordance with the requirements of the GEM Listing Rules, which is expected to be published before the end of August 2025.

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

By order of the Board
Sinofortune Financial Holdings Limited
Wang Jiawei
Chairman

Hong Kong, 19 August 2025

As of the date of this announcement, the executive directors are Mr. Wang Jiawei and Ms. Lai Yuk Mui, the non-executive director is Mr. Liu Runtong and the independent non-executive directors are Professor Zhang Benzhen, Mr. Li Jianxing, Professor Chen Shu Wen and Mr. Lee Kwun Kwan.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 "Latest Listed Company Information" page of the website of The Stock Exchange of Hong Kong Limited at <http://www.hkexnews.hk> for at least 7 days from the date of its posting and on the Company's website at <http://www.sinofortune.hk>.