51信用卡

51 CREDIT CARD INC.

51 信 用 卡 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2051)

INSIDE INFORMATION AND PROFIT WARNING

This announcement is made by 51 Credit Card Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Reference is made to the inside information announcements (the "**Announcements**") of the Company dated 21 and 22 October 2019, respectively. Unless otherwise specified, capitalized terms used herein have the same meanings as those defined in the Announcements.

Among other factors, after the Company's incident on 21 October 2019 (please refer to the Announcements for details), and a series of regulatory documents and guidances recently issued by the PRC government (including the Guidances on the Transformation of Online Lending Information Intermediary Institutions into Pilot Micro Credit Companies ("**Circular 83**")* issued on 27 November 2019, etc.), fluctuations occurred on the personal credit market in the short term due to rising risks and such fluctuations might possibly be intensified. After a comprehensive risk assessment, the Group decides to adopt a more prudent strategy over its credit facilitation business. Specific measures include:

1. significantly reduce the credit facilitation volume, and evaluate customer default and overdue risks in a more prudent and conservative manner; and

2. further increase the proportion of technology output from the Group's cooperations with financial institutions in the credit facilitation business to reduce the Group's credit risk exposure in these cooperations.

It is expected that the adoption of the aforesaid measures will lead to a significant decline in the Group's operating performance in the fourth quarter of 2019. The Group's revenue and profit for the year ending 31 December 2019 will likely be affected when compared to the corresponding period in 2018.

Meanwhile, the Group is actively applying the license for the internet micro credit companies as referred in the Circular 83. The Group will closely monitor the market fluctuations and appropriately adjust the business strategies, so as to achieve the Group's long-term goal of sustainable development.

The information contained in this announcement is solely based on the preliminary assessment by the Board upon its review of the unaudited consolidated management accounts of the Group and the currently available information to the Board which have not been audited nor reviewed by the Company's auditor. The financial results of the Group for the financial year ending 31 December 2019 will only be ascertained after all the relevant results and accounting treatments have been finalized. Shareholders and potential investors of the Company are advised to refer to the details of the Company's annual results announcement for the financial year ending 31 December 2019 which will be published before the end of March 2020.

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

* *The English name(s) has/have been transliterated from its/their respective Chinese name(s) and is/are for identification only.*

By Order of the Board
51 Credit Card Inc.
Sun Haitao
Chairman, Chief Executive Officer and Executive Director

6 December 2019

As at the date of this announcement, the executive Directors are Mr. Sun Haitao, Mr. Yang Yuzhi and Mr. Zhao Ke; the non-executive Director is Ms. Zou Yunli; and the independent non-executive Directors are Mr. Wong Ti, Mr. Ye Xiang and Mr. Yang Dong.