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火岩控股
FIRE ROCK HOLDINGS

火岩控股有限公司
FIRE ROCK HOLDINGS LIMITED
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1909)

POSITIVE PROFIT ALERT

This announcement is made by Fire Rock Holdings Limited (the “**Company**”) and its subsidiaries (collectively, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The directors (the “**Directors**”) of the Company and the board of directors (the “**Board**”) of the Company would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2019 (“**FY2019**”), the Group is expected to record an increase in revenue and profit for FY2019 by over 80% and 100%, respectively, as compared to that for the year ended 31 December 2018 (“**FY2018**”). Such increases were principally due to better overall feedback received in the market during FY2019 from the game series commercially launched by the Group as compared to FY2018, leading to a significant increase in revenue and profit as a whole.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for FY2019 currently available, which have not been reviewed or audited by the auditor of the Company nor confirmed by the audit committee of the Company, and the information herein has not been finalised and is subject to adjustment. It is not based on any figures or information reviewed by the Company’s auditor or audit committee of

the Company. Therefore, the actual results of the Group for FY2019 may differ from the information contained in this announcement. Shareholders and potential investors should refer to the annual results announcement of the Company for FY2019, which is expected to be published by the early March 2020, for details of the performance of the Group.

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 of
Fire Rock Holdings Limited
Huang Yong
Executive Director and CEO

Hong Kong, Wednesday, 15 January 2020

As at the date of this announcement, the executive Directors are Mr. Huang Yong, Mr. Wu Zhe and Mr. Rao Zhenwu; the non-executive Directors are Mr. Zhang Yan and Ms. Yang Kan; and the independent non-executive Directors are Mr. Chan King Fai, Mr. Chen Di and Mr. Yang Zhen.