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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 six months ended 30 June 2020 (the "**Relevant Period**"), the Group is expected to record an increase in revenue and profit for the Relevant Period by over 170% and 200%, respectively, as compared to that for the same period in 2019. Such increases were due to (i) better overall feedback received in the market in the Relevant Period from the game series commercially launched in the previous period by the Group as compared to the same period in 2019, (ii) a large number of new games commercially launched and self-operation of overseas markets during the six months ended 30 June 2020, in an effort to take up high-growth opportunities in games industry, leading to a significant increase in revenue as a whole.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the interim unaudited consolidated management accounts of the Group for the Relevant Period 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 the Relevant Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the Relevant Period, which is expected to be published by the end of August 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, Friday, 7 August 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.