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第七大道
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7Road Holdings Limited
第七大道控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 797)

POSITIVE PROFIT ALERT

This announcement is made by 7Road Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and the Rule 13.09(2)(a) of the Listing Rules.

The board of directors of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2020 (the “**Management Accounts**”) and the information currently available to the Board, the Group is expected to record a profit attributable to the Shareholders ranging from approximately RMB30 million to RMB40 million for the six months ended 30 June 2020, while the Group recorded a loss attributable to the Shareholders for the corresponding period of 2019. The Board considers that it was primarily due to the contribution from Shanghai Xinla Networks Technology Co., Ltd. (上海辛辣網絡科技有限公司), which was consolidated into the Group in the second half of 2019, to the profit attributable to the Shareholders of the Group during the first half of 2020.

It should be noted that the Group has yet to finalize its interim results for the six months ended 30 June 2020. The information contained in this announcement is solely based on the information currently available to the Group and the Board's preliminary assessment of the Management Accounts, which were not reviewed by the Company's auditors or the Audit Committee of the Board. As such, the final interim results of the Group for the six months ended 30 June 2020 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the preliminary results announcement of the Company for the six months ended 30 June 2020 to be published before the end of August 2020.

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

By Order of the Board
7Road Holdings Limited
Meng Shuqi
Chairman

Wuxi, the PRC, 19 August 2020

As at the date of this announcement, the executive directors of the Company are Mr. Meng Shuqi, Mr. Li Zhengquan and Mr. Yang Cheng; and the independent non-executive directors of the Company are Mr. Xue Jun, Ms. Li Yiqing and Ms. Wang Ying.