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 2020 ("**FY2020**"), the Group is expected to record an increase in revenue and profit for FY2020 by over 60% and 50%, respectively, as compared to that for the year ended 31 December 2019 ("**FY2019**"). Such growth reflects the significant increase in overall revenue which is attributable to: i) better overall market feedback, as compared to the same period of 2019, for game series commercially launched by the Group during the previous period; and ii) the commercial launch of numerous new games and proprietary overseas operations during FY2020 to capitalise on opportunities presented by the continuous high growth of the game industry.

The information contained in this announcement is only based on a preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for FY2020 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 FY2020 may differ from the information contained in this announcement. Shareholders and potential investors should refer to the results announcement of the Company for FY2020, which is expected to be published by late March 2021, 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, Monday, 18 January 2021

As at the date of this announcement, the executive Directors are Mr. Huang Yong, Mr. Zhou Kun and Mr. Su Yi; 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.