Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

星盛商業
E-STAR COMMERCIAL

E-Star Commercial Management Company Limited
星盛商業管理股份有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6668)

POSITIVE PROFIT ALERT

This announcement is made by E-Star Commercial Management Company Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the "**Directors**") of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts (the "**Unaudited Consolidated Management Accounts**") of the Group for the year ended 31 December 2020 (the "**Year**") and the latest information currently available, the Group expects to record an increase in profit attributable to the owners of the Company for the Year, representing an increase of not less than 40% as compared with the corresponding period in 2019 (amounting to RMB84.6 million).

The Board believes that the aforementioned increase is mainly attributable to (1) the significant business growth due to the projects of the Group which had commenced in recent years, (2) an expected growth in revenue derived from the Group's project management services during the preparation stage resulting from the significant increase in the number of new projects under management and the contracted area of projects under management in 2020; and (3) the effective control of operating costs.

As the Company is still in the process of preparing and finalising the annual results of the Group for the Year, the information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the latest information currently available and the Unaudited Consolidated Management Accounts, which has not been audited by the Company's auditors or reviewed by the audit committee of the Board, and therefore may be subject to adjustments as appropriate. Particulars of the Group's business performance will be disclosed in its annual results announcement for the Year, which is expected to be published in March 2021.

Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

On behalf of
Board of Directors of
E-Star Commercial Management Company Limited
Huang De-lin Benny
Chairman and executive Director

Hong Kong, 21 February 2021

As at the date of this announcement, the board of Directors comprises Mr. Huang De-Lin Benny, Mr. Tao Muming, Mr. Niu Lin and Ms. Wen Yi as executive Directors; Mr. Guo Limin and Mr. Huang De'An Tony as non-executive Directors; and Mr. Zhang Liqing, Mr. Guo Zengli and Mr. Tse Yat Hong as independent non-executive Directors.