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祈福生活服務  
CLIFFORD MODERN LIVING

## CLIFFORD MODERN LIVING HOLDINGS LIMITED

祈福生活服務控股有限公司

*(incorporated in the Cayman Islands with limited liability)*

(Stock Code: 3686)

### INSIDE INFORMATION POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2020 and the information currently available to the Company, the unaudited consolidated net profit of the Group and the unaudited consolidated net profit attributable to the shareholders of the Company for the year ended 31 December 2020 are expected to record an increase by more than 30% as compared to that for the corresponding period in 2019.

This announcement is made by Clifford Modern Living Holdings Limited (the “**Company**”, together with its subsidiaries, 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2020 and the information currently available to the Company, the unaudited consolidated net profit of the Group for the year ended 31 December 2020 and the unaudited consolidated net profit attributable to the Shareholders for the year ended 31 December 2020 are expected to record an increase by more than 30% as compared to that for the corresponding period in 2019. The increase was mainly attributable to the fair value gain on investment in silver bullion of approximately RMB35.8 million recorded for the year ended 31 December 2020.

As the Company is still in the process of preparing and finalising the annual results of the Group for the year ended 31 December 2020, the information contained in this announcement is only based on the preliminary assessment by the Company’s management team with reference to the unaudited consolidated management accounts of the Group for the year ended 31 December 2020 and the information currently available to the Company, which have not been audited or reviewed by the Company’s auditors nor reviewed by the audit committee of the Company and may be subject to adjustment.

Shareholders and potential investors are advised to read the Company’s annual results announcement for the year ended 31 December 2020 carefully, which is expected to be published by the end of March 2021.

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

By Order of the Board  
**Clifford Modern Living Holdings Limited**  
**MAN Lai Hung**  
*Chairman*

Hong Kong, 8 March 2021

*As at the date of this announcement, the Board comprises Ms. MAN Lai Hung, Mr. LIU Xing and Ms. HO Suk Mee as executive Directors; Ms. LIANG Yuhua as non-executive Director; and Ms. LAW Elizabeth, Mr. HO Cham and Mr. MAK Ping Leung (alias Mr. MAK Wah Cheung) as independent non-executive Directors.*