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Blue River Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 498)

INSIDE INFORMATION SUPPLEMENTAL INFORMATION TO POSITIVE PROFIT ALERT

This announcement is made by Blue River 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 and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcement of the Company dated 17 June 2021 in respect of the positive profit alert (the “**Profit Alert Announcement**”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Profit Alert Announcement unless otherwise stated herein.

The Board wishes to provide further update to Shareholders and potential investors that, based on the latest unaudited consolidated management accounts of the Group for the year ended 31 March 2021 (the “**Year**”) and other information currently available to the Group and a preliminary review with the independent auditors of the Company, the Group is expected to record a profit attributable to Shareholders of approximately HK\$151 million for the Year, as compared with a loss attributable to Shareholders of approximately HK\$572 million for Year 2020.

Such anticipated profit for the Year was mainly attributable to the net impact of the factors as mentioned in the Profit Alert Announcement except that net profit of associates shared by the Company was approximately HK\$65 million for the Year based on the latest unaudited management accounts of the associates.

The information contained in this announcement is only based on latest information currently available to the Company and the assessment by the Board of the latest unaudited consolidated management accounts of the Group for the Year which are subject to further review by the independent auditors of the Company and the Board and possible adjustment. The Company is still in the process of finalising the final results of the Group for the Year which may be different from the figures set out in this announcement. Shareholders and potential investors are advised to read carefully the final results announcement of the Company for the Year, which is expected to be published on 29 June 2021.

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

By Order of the Board

Blue River Holdings Limited

Ho Sze Nga

Company Secretary

Hong Kong, 28 June 2021

As at the date of this announcement, the Board comprises the following directors:

Non-Executive Chairman:
Benny KWONG

Executive Directors:
AU Wai June
Marc TSCHIRNER
SAM Hing Cheong

Independent Non-Executive Directors:
LEUNG Chung Ki
MA Ka Ki
William GILES