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Changhong Jiahua Holdings Limited

長虹佳華控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 3991)

POSITIVE PROFIT ALERT

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

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2021 (the “**Period**”), the Group is expected to record a significant increase in its revenue and profit attributable to owners of the Company for the Period, and the revenue for the Period is expected to increase by approximately 28% as compared to the revenue of the Group of approximately HK\$17,423,519,000 for the corresponding period of last year, and the profit attributable to owners of the Company for the Period is expected to increase by approximately 24% as compared to the profit attributable to owners of the Company of approximately HK\$149,094,000 for the corresponding period of last year.

The above increase in revenue for the Period is mainly due to (i) the expansion of the sales scale of Information and Communication Technology (“**ICT**”) products including ICT consumer products and ICT corporate products, and (ii) that the amount of revenue for the Period was affected by the fluctuation of exchange rate for Renminbi to Hong Kong dollars; and the increase in profit for the Period is mainly due to the substantial increase in the Group’s revenue for the Period and affected by the aforementioned exchange rate fluctuations.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group for the Period and other information currently available and such information has not been audited or reviewed by the auditor of the Company. Actual financial results of the Group for the Period may be different from what is disclosed in this announcement. Further details on the financial results for the Period will be disclosed in August 2021 when the Company publishes its interim results for the Period.

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

By order of the Board
Changhong Jiahua Holdings Limited
Zhu Jianqiu
Chairman and Executive Director

Hong Kong, 8 July 2021

As at the date of this announcement, the executive Directors are Mr. Zhu Jianqiu, Mr. Pan Xiaoyong, Mr. Zhang Xiaolong and Mr. Luo Yongping and the independent non-executive Directors are Mr. Jonathan Chan Ming Sun, Mr. Gao Xudong and Mr. Meng Qingbin.