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(Incorporated in the Cayman Islands with limited liability) (Stock code: 1073)

PROFIT WARNING

This announcement is made by Da Yu Financial 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 (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Based on the preliminary review on the unaudited consolidated management accounts of the Group for the five months ended 31st May, 2021 (the "Management Accounts Period"), the Group has recorded a net loss attributable to the shareholders of the Company (the "Shareholders") of approximately HK\$3.7 million as compared to a net profit attributable to the Shareholders of approximately HK\$10.7 million recorded in the same period last year. The loss was mainly attributable to (i) a fall in corporate finance advisory income as a result of (a) revenue recognition of certain ongoing advisory transactions subject to completion, and that of a significant completed advisory transaction subject to conditions; and (b) certain completed transactions of substantial amount recognised in previous corresponding period not recurring during the Management Accounts Period; and (ii) mark-to-market losses in the Group's listed securities holding during the Management Accounts Period.

Based on the information currently available, the board of directors of the Company expects the Group to record a net loss attributable to the Shareholders for the six months ended 30th June, 2021 (the "Reporting Period") as compared to a net profit attributable to the Shareholders during the corresponding period in 2020.

The Company has yet to finalise the interim results of the Group for the Reporting Period. Information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited management accounts of the Group for the Management Accounts Period and the information currently available, which have not been audited or reviewed by the Company's auditor and/or the audit committee of the Company and are subject to possible adjustments after further review. Shareholders and potential investors of the Group for the Reporting Period which is scheduled to be published by the end of August, 2021.

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 DA YU FINANCIAL HOLDINGS LIMITED Lee Wa Lun, Warren Managing Director

Hong Kong, 13th July, 2021

As at the date of this announcement, the Executive Directors are Mr. Lee Wa Lun, Warren (Managing Director), Mr. Lam Chi Shing and Ms. Li Ming, the Non-Executive Director is Mr. Kuo Jen-Hao (Chairman), and the Independent Non-Executive Directors are Mr. Chan Sze Chung, Mr. Sum Wai Kei, Wilfred and Mr. Suen Chi Wai.