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Nature Home Holding Company Limited

大自然家居控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2083)

POSITIVE PROFIT ALERT

The announcement is made by Nature Home Holding Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the results of the Group for the six months ended 30 June 2021 (the “**Period**”) is expected to turn around to a net profit (the “**Expected Turnaround**”) from the net loss of approximately RMB34,205,000 for the six months ended 30 June 2020.

The Group recorded a net loss for the six months ended 30 June 2020. The loss was mainly due to the negative impacts of the outbreak of COVID-19 pandemic in the People’s Republic of China (the “**PRC**”) during the first half of 2020. The Board considers that the Expected Turnaround is mainly attributable to that with the COVID-19 pandemic coming under control in the PRC and as well as in many countries, the business of the Group in the PRC has resumed to normal and the level before the outbreak of COVID-19 pandemic.

Based on the preliminary estimation of the Company, the consolidated revenue and consolidated net profit of the Group for the Period will not be less than those for the six months ended 30 June 2019, being approximately RMB1,282,094,000 and approximately RMB34,932,000, respectively.

The Company is still in the process of preparing and finalising the results of the Group for the six months ended 30 June 2021. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited management accounts of the Group for the Period, and is not based on any information or figures which have been audited or reviewed by the Group’s auditors and may be subject to possible adjustments.

Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the Period, which is expected to be published by the end of August 2021.

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

By order of the Board
Nature Home Holding Company Limited
Se Hok Pan
Chairman

Hong Kong, 13 July 2021

As at the date of this announcement, the Board of Directors of the Company comprises Mr. SE Hok Pan, Ms. UN Son I and Mr. SHE Jian Bin as executive directors; Mr. TEOH Chun Ming and Mr. LIANG Zhihua as non-executive directors; Professor LI Kwok Cheung, Arthur, Mr. CHAN Siu Wing, Raymond and Mr. HO King Fung, Eric as independent non-executive directors.