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Lvji Technology Holdings Inc.
驢跡科技控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1745)

POSITIVE PROFIT ALERT

This announcement is made by Lvji Technology Holdings Inc. (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 (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2021 (the "**Period**") and assessment of the latest information currently available to the Board, the Group is expected to record a net profit of not more than RMB1.0 million for the Period as compared to a net loss of RMB80.0 million for the six months ended June 30, 2020. Compared with the revenue of RMB80.3 million for the six months ended June 30, 2020, the Group's revenue for the Period will be in the range of RMB170.0 million to RMB180.0 million, representing an increase of 112% to 124%.

The improvement in financial performance in the first half of 2021 as compared to the first half of 2020 was mainly due to a significant growth in the sales of online tour guide driven by tourism recovery in China.

The Group has been paying close attention to market conditions and has adjusted its organizational structure, business strategies and operations to reduce the negative impacts. In addition, the Group has implemented proactive measures to control operating costs and manage working capital prudently to ensure a healthy cash flow and a strong cash position. The actual operating and financial position of the Group for the Period is still under audit and will continue to be closely monitored by the Board.

The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the Period and other information currently available to the Board as at the date of this announcement, which have not been audited nor reviewed by the Company's auditors or reviewed by the audit committee of the Board. The actual results of the Group for the Period may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the results announcement for the Period, which are expected to be published on or around August 31, 2021.

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

By order of the Board
Lvji Technology Holdings Inc.
Zang Weizhong
Chairman, Executive Director and Chief Executive Officer

Guangzhou, the PRC, August 4, 2021

As at the date of this announcement, the Board comprises eight directors, namely Mr. Zang Weizhong, Mr. Wang Lei and Mr. Liu Hui as executive directors; Mr. Cheung King Him Edmund and Mr. Fan Baoguo as non-executive directors; and Ms. Gu Jianlu, Ms. Wu Daxiang and Ms. Gu Ruizhen as independent non-executive directors.