seazen
新城发展

SEAZEN GROUP LIMITED
新城發展控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1030)

POSITIVE PROFIT ALERT

This announcement is made by Seazen Group Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "**Inside Information Provision**").

The board (the "**Board**") of directors of the Company ("**Directors**") wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the latest available unaudited management accounts of the Group, it is expected that the Group's consolidated net profit attributable to equity holders of the Company for the six months ended 30 June 2021 will have an increment of at least 40% as compared with that for the six months ended 30 June 2020. The increment in the consolidated net profit of the Company is mainly resulted from the expected increase in the net profit attributable to equity holders of Seazen Holdings Co., Ltd.* (新城控股集團股份有限公司) (a subsidiary of the Company with its A shares listed on the Shanghai Stock Exchange).

As the Company is still in the process of preparing and finalising the financial 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 Company on the financial statements of the Group which have not been reviewed or audited by the Company's auditors and the actual results for the Group may be different from those disclosed in this announcement. The Company will make further disclosure in accordance with the Listing Rules and the Inside Information Provision, if required. Shareholders and potential investors of the Company should read the Group's interim results announcement for the six months ended 30 June 2021 carefully, which is expected to be published in August 2021.

Since the management accounts of the Company are not yet audited, shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Seazen Group Limited
Wang Xiaosong
Chairman

PRC, 9 August 2021

As at the date of this announcement, the Directors are Mr. Lv Xiaoping and Mr. Lu Zhongming as executive Directors, Mr. Wang Xiaosong, Mr. Qu Dejun and Mr. Zhang Shengman as non-executive Directors, and Mr. Chen Huakang, Mr. Zhu Zengjin and Mr. Zhong Wei as independent non-executive Directors.

* *Denotes English translation of a Chinese company or entity or address and is provided for identification purpose only.*