CHINA FINANCE INVESTMENT HOLDINGS LIMITED
中國金控投資集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 875)

POSITIVE PROFIT ALERT

This announcement is made by China Finance Investment 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the Group's unaudited management accounts for the six months ended 30 June 2021 ("**Reporting Period**") and all information currently available to the Board, the Group is expected to record a net profit ranging from HK$8.0 million to HK$10.0 million for the Reporting Period, as compared to a net loss of approximately HK$2.3 million for the corresponding period in 2020.

The turnaround from loss to profit in the Group's financial performance is mainly attributable to (i) an increase in gross profit during the Reporting Period due to the increase in revenue; and (ii) the reversal of impairment loss in respect of loan receivables for the year ended 31 December 2020 due to the recovery of most of the loan receivables as at 31 December 2020 during the Reporting Period.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited management accounts for the Reporting Period of the Group and on the information available for the time being, but not on any data or information reviewed by the independent auditor or audit committee of the Company. The information may be subject to adjustments as the Company is still in the process of preparing and finalising the Group's unaudited consolidated interim results for the Reporting

Period. Details of the Group's interim financial results and performance for the Reporting Period will be disclosed in the interim results announcement of the Company which is expected to be announced on or around 25 August 2021.

Shareholders of the Company and potential investors are reminded to exercise caution when dealing in the shares or other securities of the Company.

By order of the Board
China Finance Investment Holdings Limited
LIN Yuhao
Chairman

Hong Kong, 11 August 2021

As at the date of this announcement, the Board comprises four Directors, including one non-executive Director, namely Mr. Lin Yuhao, and three independent non-executive Directors, namely Mr. Li Shaohua, Ms. Zhu Rouxiang and Ms. Li Yang.