BISON FINANCE GROUP LIMITED
貝森金融集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock code: 888)

PROFIT ALERT
REDUCTION IN LOSS

This announcement is made by Bison Finance Group Limited (the "**Company**", and together with its subsidiaries, collectively 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the "**Board**") hereby inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the preliminary assessment of the latest unaudited management accounts of the Group for the six months ended 30 June 2021 (the "**Period**") and the latest information currently available to the Board, the Group expects to record a loss attributable to the owners of the Company of not more than HK$60.0 million for the Period, as compared to the loss attributable to the owners of the Company of approximately HK$96.4 million for the corresponding period in 2020. The expected decrease in loss recorded for the Period was mainly attributable due to, inter alia, (i) the significant decrease in provision for impairment losses on goodwill and assets, the effect of which was partially offset by the net unrealised losses on financial assets at fair value through profit or loss; (ii) the decrease in operating loss of the Media Business; and (iii) the decrease in overall operating expenses as the result of tightened cost controls measures and streamlining of business segments.

The Company is still in the process of finalising its unaudited interim results of the Group for the Period. The information contained in this announcement is based on a preliminary assessment made by the Board on the current available information and the latest unaudited management accounts for the Period which have not been reviewed by the auditors of the Company or the audit committee of the Company. The actual results of the Group for the Period may differ from the information contained in this announcement which are subject to adjustments. Shareholders and potential investors are advised to read the interim results announcement of the Group for the Period, which is expected to be published on or before 31 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
Bison Finance Group Limited
ZHU Dong
Executive Director

Hong Kong, 17 August 2021

As at the date of this announcement, the Board comprises Dr. MA Weihua as the Chairman and non-executive Director; Mr. XU Peixin, Mr. SUN Lei and Mr. ZHU Dong as executive Directors; and Dr. QI Daqing, Mr. CHEN Yigong and Mr. FENG Zhonghua as independent non-executive Directors.