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**Power Financial Group Limited**  
**權威金融集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 397)**

**INSIDE INFORMATION –  
POSITIVE PROFIT ALERT  
AND  
UPDATE ON FINANCIAL PERFORMANCE**

This announcement is made by Power Financial Group Limited (“**Company**”, 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 (“**Stock Exchange**”) (“**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules).

Reference is made to the announcement (“**Announcement**”) of the Company dated 9 July 2021 in relation to the update on financial performance of the Group. Unless otherwise stated, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

The Board is pleased to announce that based on the updated information currently available to the Board, the Group is expected to record a profit after tax of approximately HK\$170 million for the 2021 Interim Period as compared to that of approximately HK\$10.84 million for the six months ended 30 June 2020 (“**2020 Interim Period**”). The significant increase in profit after tax for the 2021 Interim Period was mainly attributable to, as disclosed in the Announcement, a gain on fair value changes of financial assets at FVTPL (including equity securities listed in Hong Kong and unlisted investment funds). Based on the latest available information, such gain is expected to be more than HK\$160 million for the 2021 Interim Period (2020 Interim Period: approximately HK\$2.84 million).

Meanwhile, the Group is expected to record an expected credit loss allowance on loans and interest receivables of more than HK\$10 million for the 2021 Interim Period, as compared to that of approximately HK\$0.54 million provided for the 2020 Interim Period.

The Group is still in the process of finalising its unaudited consolidated interim financial information for the 2021 Interim Period. The information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the information currently available, which has not been reviewed by the audit committee of the Board or the auditors of the Company and may be subject to change. Such information may also be subject to adjustment after further review and finalisation of the unaudited consolidated interim financial information for the 2021 Interim Period. The Shareholders and potential investors of the Company are advised to refer to the details of the Company's announcement of its results for the 2021 Interim Period to be published on 30 August 2021.

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

On behalf of the Board  
**Power Financial Group Limited**  
**Choi Chun Chung, Danny**  
*Chairman and Chief Executive Officer*

Hong Kong, 18 August 2021

*As at the date of this announcement, the executive Directors are Mr. Choi Chun Chung, Danny, Ms. Sin Pui Ying and Mr. Tau Sai Kit, Terry; and the independent non-executive Directors are Mr. Chiu Ka Wai, Ellis, Mr. Kwok Sze Kong and Ms. Leung Mabel.*