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## **GOLDEN EAGLE RETAIL GROUP LIMITED**

**金鷹商貿集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code : 3308)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Golden Eagle Retail Group 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 (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 and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the “**Period**”) and other information available to the Board, it is expected that the profit for the Period would increase by not less than 100% as compared with that of the corresponding period in 2020. The expected increase in profit is primarily attributable to (i) a higher growth in the Group’s profit generated from retail operations amid continued recovery of the economy and the retail consumption in Mainland China as the COVID-19 pandemic subsided; (ii) a gain in net foreign exchange was recorded; and (iii) the Group shares the profits generated by its associates during the Period.

The information contained in this announcement is only based on the preliminary assessment of the unaudited consolidated management accounts of the Group by the Directors. Such information has not been audited or reviewed by the Company’s auditors or the Audit Committee of the Board and therefore may be subject to adjustment. The Company is still in the course of preparing and finalizing its interim results for the Period and the same is expected to be published on or around 25 August 2021.

**Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.**

By order of the Board  
**Golden Eagle Retail Group Limited**  
**Wang Hung, Roger**  
*Chairman*

Hong Kong, 20 August 2021

*As at the date of this announcement, the Board comprises one executive Director, namely Mr. Wang Hung, Roger and three independent non-executive Directors, namely Mr. Wong Chi Keung, Mr. Lay Danny J and Mr. Lo Ching Yan.*