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Champion Alliance International Holdings Limited

冠均國際控股有限公司

(Incorporated in the Cayman Islands with members' limited liability)

(Stock Code: 1629)

POSITIVE PROFIT ALERT

This announcement is made by Champion Alliance International Holdings Limited (the “**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 (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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2021 (the “**Relevant Year**”) and the information currently available to the Board, the Group is expected to record a net profit attributable to owners of the Company for the Relevant Year in the amount of approximately RMB20,000,000, while the Group recorded an audited net loss attributable to owners of the Company of RMB477,000 for the corresponding period in 2020. The turnaround was primarily due to: (i) the Group’s implementation of effective cost control strategies, thus leading to a significant reduction of cost of sales, selling and distribution expenses and finance costs; and (ii) the increment in the Group’s other income and receipt of governmental subsidies in the Group’s businesses.

The Company is still in the process of finalising the consolidated financial results of the Group for the year ended 31 December 2021. The information contained in this announcement is only based on the preliminary assessment of the information currently available to the management and the unaudited consolidated management accounts of the Group for the year ended 31 December 2021, which have not been audited by the Group’s auditor or reviewed by the audit committee of the Board, and may be subject to adjustments. Shareholders and potential investors of the Company are advised to read carefully the announcement of the Company in relation to the results of the Group for the year ended 31 December 2021, which is expected to be published by the end of March 2022.

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
Champion Alliance International Holdings Limited
Chen Shuming
Chairman and Executive Director

Hong Kong, 22 March 2022

As at the date of this announcement, the Board comprises Mr. Chen Shuming, Mr. Chen Xiaolong, Mr. Hu Enfeng, Ms. Wu Cheuk Yan, Mr. Zhang Shihua and Ms. Chen Xiaoyan as executive Directors and Mr. Chen Hua, Mr. Zhao Zhendong and Mr. Chin Chi Ho Stanley as independent non-executive Directors.