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(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1073)

POSITIVE PROFIT ALERT

This announcement is made by Da Yu Financial 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 (the "Listing Rules") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Based on the preliminary review of the latest available financial information of the Group, the board of directors of the Company expects the Group to record a net profit attributable to the shareholders of the Company (the "Shareholders") of approximately HK\$20 million for the six months ended 30th June, 2022 (the "Current Reporting Period") as compared to a net loss attributable to the Shareholders of approximately HK\$2.5 million recorded in the six months ended 30th June, 2021. The profit turnaround was mainly driven by an increase in corporate finance fee and introduction fee, coupled with a reduction in investment losses during the Current Reporting Period.

The Company has yet to finalise the interim results of the Group for the Current Reporting Period (the "Interim Results"). Information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited management accounts of the Group for the Current Reporting Period and the information currently available, which have not been audited or reviewed by the Company's auditors and/or the audit committee of the Company and are subject to possible adjustments after further review. The Interim Results is scheduled to be published by the end of August, 2022.

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

For and on behalf of **DA YU FINANCIAL HOLDINGS LIMITED Lee Wa Lun, Warren** *Managing Director*

Hong Kong, 29th July, 2022

As at the date of this announcement, the Non-Executive Director is Mr. Kuo Jen-Hao (Chairman), the Executive Directors are Mr. Lee Wa Lun, Warren (Managing Director), Mr. Lam Chi Shing and Ms. Li Ming, and the Independent Non-Executive Directors are Mr. Chan Sze Chung, Mr. Suen Chi Wai and Mr. Sum Wai Kei, Wilfred.