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## **Xuan Wu Cloud Technology Holdings Limited**

**玄武云科技控股有限公司**

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

**(Stock Code: 2392)**

### **POSITIVE PROFIT ALERT**

This announcement is issued by Xuan Wu Cloud Technology Holdings Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2022, the Group expects to record an increase of not less than 30% in its adjusted net profit, a non-HKFRS measure defined as profit or loss for the period and adding back listing expenses, for the six months ended 30 June 2022, as compared with its adjusted net profit for the corresponding period in 2021.

Based on the information currently available, the Board considers that the above expected increase in the adjusted net profit was mainly due to the (i) increase in overall revenue and gross profit margin during the relevant period; and (ii) increase in overall gross profit attributable to the increase in the Group’s CRM SaaS services due to the Group’s strategy to continuously focused on its CRM SaaS services which has higher gross profit margin.

The information contained in this announcement is only based on the Company’s preliminary assessment with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 and is not based on any financial data or other information that has been audited or reviewed by the Company’s independent auditor or the audit committee of the Board. The above data may therefore differ from the figures to be disclosed in the audited or unaudited consolidated financial information to be published by the Company. Accordingly, the above figures are strictly for information only and not for any other purposes. The Shareholders and potential investors should read the interim results announcement of the Company for the six months ended 30 June 2022,

which is expected to be published before the end of August 2022 pursuant to the Listing Rules. **The Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Xuan Wu Cloud Technology Holdings Limited**  
**Mr. Chen Yonghui**  
*Chairman of the Board*

Hong Kong, Friday, 5 August 2022

*As at the date of this announcement, the Board comprises Mr. Chen Yonghui, Mr. Huang Fangjie, Mr. Li Hairong and Mr. Guo Haiqiu as executive Directors, Mr. Xu Xin as non-executive Director and Mr. Du Jianqing, Ms. Wu Ruifeng and Prof. Wu Jintao as independent non-executive Directors.*