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CCIDConsulting

賽迪顧問股份有限公司

CCID CONSULTING COMPANY LIMITED*

(a joint stock limited company incorporated in the People's Republic of China)

(Stock code: 02176)

www.ccidconsulting.com

**INSIDE INFORMATION
PROFIT WARNING**

This announcement is made pursuant to the requirements of Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and 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 of Directors (the “**Board**”) of CCID Consulting Company Limited* (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group and the information currently available to the Company, the Group expects to record a loss of approximately RMB13,264 thousand for the six months ended 30 June 2022 (the “**Current Period**”), compared to the profit of RMB14,337 thousand for the six months ended 30 June 2021.

The turnaround from profit to loss in the Current Period was attributable to the more stringent pandemic prevention policies adopted in various cities in China, including Beijing, Shanghai, Guangzhou and Shenzhen, for the purpose of achieving the goal of “dynamic clearing” due to the frequent and local outbreak of COVID-19 pandemic during the first half of 2022. Moreover, as this wave of pandemic mainly occurred in major cities where the businesses of the Group were concentrated in, the impact of the pandemic was therefore more apparent and significant. Affected by isolation, quarantine, travel restrictions and other measures, the Group was forced to delay the implementation of certain projects and postpone the acceptance of delivery thereof, which resulted in a decline in recognisable revenue and unsatisfactory progress of market expansion. In view of the current development of the global COVID-19 pandemic, there are still

uncertainties in the market demand and future prospects. The Group is now closely monitoring the market conditions and adapting to the normalized pandemic prevention measures at a faster pace. In the second half of the year, the Group will adopt the strategy of “stabilize first, conversion of achievements comes next, then empowerment (一穩二化三賦能)”, i.e. stabilize traditional consulting business with competitive edges and realize “diverse expansion” of business departments; set up strategic zones for trial run of businesses in an attempt to digitalize the results of consultation; empower market development, research efforts and business growth through high throughput business departments, digitalized means and adjustments to management performance, respectively.

As the Company is still finalizing the interim results for the Current Period, the information contained in this announcement is based on the preliminary assessment by the Company’s management on the consolidated management accounts which have not been audited by the Group’s auditor or reviewed by the audit committee of the Company. Shareholders and potential investors of the Company should read carefully the Group’s interim results announcement for the Current Period scheduled to be published by the Company on 23 August 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
CCID Consulting Company Limited*
Ms. Ma Yaqing
Chairlady

Beijing, the PRC, 15 August 2022

As at the date of this announcement, the Board comprises two executive Directors, namely Ms. Ma Yaqing and Mr. Qin Hailin; and three independent non-executive Directors, namely Ms. Li Xuemei, Mr. Chen Yung-cheng and Mr. Hu Bin.

* *For identification purpose only*