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Lvji Technology Holdings Inc.
驢跡科技控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1745)

POSITIVE PROFIT ALERT

This announcement is made by Lvji Technology Holdings Inc. (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 (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 June 30, 2022 (the “**Period**”) and an assessment of the information currently available to the Board, the Group is expected to record a net profit of not less than RMB20.0 million for the Period as compared to a net profit of RMB0.9 million for the six months ended June 30, 2021, representing an increase of approximately 2122%.

The improvement in the financial performance of the Group in terms of net profit in the first half of 2022 as compared to the first half of 2021 was mainly due to:

- (1) the decrease in the amortization of other intangible assets; and
- (2) the implementation of various budget-control policies, which facilitated the operational efficiency of the Group by keeping the selling and distribution expenses and administrative expenses at a relatively low level.

The Group has been paying close attention to the market conditions and has adjusted its organizational structure, business strategies and operations to reduce any negative impacts. In addition, the Group has implemented proactive measures to control operating costs and manage working capital prudently to ensure a healthy cash flow and a strong cash position. The actual operating and financial position of the Group for the Period is still under audit and will continue to be closely monitored by the Board.

The information contained in this announcement is only based on a preliminary review of the unaudited consolidated management accounts of the Group for the Period and an assessment of the information currently available to the Board as at the date of this announcement, which have not been audited nor reviewed by the Company's auditors or reviewed by the audit committee of the Board. The actual results of the Group for the Period may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to refer to the details in the results announcement for the Period, which is expected to be published on or around August 30, 2022.

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

By order of the Board
Lvji Technology Holdings Inc.
Zang Weizhong
Chairman and Executive Director

Guangzhou, the PRC, August 25, 2022

As at the date of this announcement, the Board comprises three executive directors, namely Mr. Zang Weizhong, Mr. Wang Lei and Mr. Liu Hui; one non-executive director, namely Mr. Cheung King Him Edmund; and three independent non-executive directors, namely Ms. Gu Jianlu, Ms. Wu Daxiang and Ms. Gu Ruizhen.