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AFFLUENT PARTNERS HOLDINGS LIMITED

錢唐控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1466)

POSITIVE PROFIT ALERT

This announcement is made by Affluent Partners 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 (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group, the Group is expected to record a net profit of approximately HK\$10.3 million for the six months ended 30 September 2022 as compared with the loss of approximately HK\$14.4 million attributable to equity holders of the Company for the six months ended 30 September 2021. The increase in the financial performance of the Group was mainly attributable to the following factors for the six months ended 30 September 2022:

- (i) the increase in revenue and gross profit due to the increase in sales of pearls and jewellery products; and
- (ii) the increase in reversal of allowance for expected credit loss on trade receivables.

As the interim results of the Group for the six months ended 30 September 2022 are not yet finalized, the information contained in this announcement should only be treated as a preliminary assessment by the Board based on the information currently available to the Group. The information contained in this announcement is not based on any figure or information that has been audited or reviewed by the auditors of the Company. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 September 2022 which is expected to be published on 25 November 2022.

* *For identification purposes only*

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

By order of the Board
AFFLUENT PARTNERS HOLDINGS LIMITED
Cheng Chi Kin
Chairman and Executive Director

Hong Kong, 22 November 2022

As the date of this announcement, the Board comprises Mr. Cheng Chi Kin (Chairman), Mr. Leung Alex and Mr. Cheung Sze Ming as executive Directors; Mr. Zhu Yongjun as non-executive Director; Mr. Chiu Sin Nang, Kenny, Mr. Wong Siu Keung Joe and Mr. Chang Chunyu as independent non-executive Directors.