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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 year ended December 31, 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 approximately RMB37.5 million for the Period as compared to a net loss of approximately RMB549.6 million for the year ended December 31, 2021.

The improvement in the financial performance of the Group in terms of net profit for the year ended December 31, 2022 as compared to the year ended December 31, 2021 was mainly due to:

- (1) the gradual lifting of restrictions on domestic travel and recovery of the tourism industry in China, resulting in an increase in the sales of online tour guide products by the Group as compared to 2021; 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 March 24, 2023.

**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, March 14, 2023

*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. Gao Yuanyuan and Ms. Gu Ruizhen.*