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## **China Fortune Holdings Limited**

**中國長遠控股有限公司\***

*(Incorporated in Bermuda with limited liability, carrying on business in H.K. as CFH Limited)*

**(Stock Code: 110)**

### **PROFIT WARNING**

This announcement is made by China Fortune Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors, based on the latest review of the Group’s unaudited consolidated management accounts for the year ended 31 December 2022 and information currently available to the Board, it is expected that the Group may record a consolidated loss ranging from HK\$20.0 million to HK\$23.0 million for the year ended 31 December 2022 as compared to a consolidated loss of approximately HK\$14.3 million for the year ended 31 December 2021.

The increase in consolidated loss for the year was mainly attributable to (i) loss on disposal of a subsidiary of HK\$0.9 million in the year ended 31 December 2022, while there was no such loss made for the year ended 31 December 2021; and (ii) increase in administrative expenses of approximately HK\$5.9 million for the year ended 31 December 2022. The increase was principally attributable to the increase in salaries and allowances and promotion expenses incurred by Beijing Daizhangmen database traffic monetisation of mobile application business with respect to certain business development projects.

The information in this announcement is based on a preliminary assessment by the management of the Company with reference to the unaudited consolidated management accounts of the Group for the year ended 31 December 2022. Such information has not been finalised, audited or reviewed by the Company's independent auditors, and has not been reviewed and confirmed by the audit committee of the Board. The finalised audited consolidated results of the Group for the year ended 31 December 2022 are expected to be announced on 27 March 2023, which may differ from the figures and information provided in this announcement.

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

By order of the Board  
**China Fortune Holdings Limited**  
**Lau Siu Ying**  
*Chairman and Chief Executive Officer*

Hong Kong, 16 March 2023

*As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Lau Siu Ying, Mr. Wang Yu and Mr. Hou Zhenyang; and three independent non-executive Directors, namely Dr. Law Chun Kwan, Dr. Lo Wai Shun and Mr. Leung Wai Hung.*

\* *For identification purpose only*