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**WISE ALLY**

**Wise Ally International Holdings Limited**

**麗年國際控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 9918)**

## **PROFIT WARNING**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Wise Ally International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09(2)(a) of the Listing Rules.

The Board would like to inform the shareholders and potential investors of the Company that, based on the preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2023, the Group is expected to record a net loss for the six months ended 30 June 2023 of approximately HK\$1.8 million, as compared with the net profit amounted to approximately HK\$3.5 million for the six months ended 30 June 2022.

While the revenue of the Group for the six months ended 30 June 2023 remained stable as compared to the corresponding period in 2022, our expected loss was mainly attributable to (1) a significant increase of net finance costs for the six months ended 30 June 2023 by approximately 69% and (2) an increase in administrative expenses for the six months ended 30 June 2023 by approximately 9%, as compared to those of the corresponding period in 2022, respectively. The increase in net finance costs was primarily due to the substantial increase in the interest rate of the HIBOR during the first half of 2023. The increase in administrative expenses was primarily attributed to the one-off severance payment of approximately HK\$2 million due to the restructuring of the operation of the Group during the first half of 2023.

As the Company is still in the process of finalising the results of the Group for the six months ended 30 June 2023, the information contained in this announcement is only a preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group and is not based on any information or figures that have been audited or reviewed by the auditors of the Company. Therefore, the actual results of the Group for the six months ended 30 June 2023 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to carefully read the interim results announcement of the Group for the six months ended 30 June 2023 which is expected to be published by the end of August 2023.

**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  
**Wise Ally International Holdings Limited**  
**Chu Wai Hang Raymond**  
*Chairman, Executive Director and*  
*Chief Executive Officer*

Hong Kong, 18 August 2023

*As at the date of this announcement, the executive Directors are Mr. Chu Wai Hang Raymond, Mr. Chu Man Yin Arthur Newton and Mr. Lau Shui Fung; and the independent non-executive Directors are Ms. Elizabeth Law, Mr. Lee Wa Lun Warren and Mr. Szeto Yuk Ting.*