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LEGEND STRATEGY INTERNATIONAL HOLDINGS GROUP COMPANY LIMITED

枋濬國際集團控股有限公司

(a company incorporated in the Cayman Islands with limited liability)

(Stock Code: 1355)

PROFIT ALERT – REDUCTION IN LOSS

This announcement is made by Legend Strategy International Holdings Group Company Limited (the “**Company**”, and 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 in the Listing Rules) under Part XIVA of the Securities and Futures 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 and potential investors that, based on the preliminary review of the Group’s unaudited management accounts for the six months ended 30 June 2023 and information currently available to the Board, the Group is expected to record a total comprehensive loss for the six months ended 30 June 2023 of approximately HK\$8.10 million, representing a decrease of approximately 42.2% or HK\$5.92 million, as compared to total comprehensive loss of approximately HK\$14.02 million for the corresponding period in 2022. The expected decrease in loss is mainly attributed to a reduction in one-off operational expenses associated with the early change of hotel operators for the Chengdu and Wuhan stores of the Group in 2022.

The Company is in the process of finalizing the Group’s interim results for the six months ended 30 June 2023 (the “**Interim Results**”). The information contained in this announcement is only a preliminary assessment by the Board, based on the latest unaudited management accounts of the Group currently available and is not based on any figures or information which has been audited or reviewed by the Company’s auditors or the audit committee of the Company. Therefore, the actual Interim Results may be subject to amendments and adjustments where necessary. The Interim Results and other details of the Group are expected to be approved by the Board and announced by the end of August 2023.

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

By order of the Board
**Legend Strategy International Holdings
Group Company Limited**
Yuan Fuer
Chairman

Hong Kong, 24 August 2023

As at the date of this announcement, the Board comprises:

Executive Director:

Mr. Chung Tin Yan (*Chief Executive Officer*)

Non-executive Directors:

Mr. Yuan Fuer (*Chairman*)

Mr. Hu Xinglong

Independent non-executive Directors:

Mr. Wu Jilin

Mr. Du Hongwei

Mr. Lam Cheung Shing Richard