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KINGKEY FINANCIAL INTERNATIONAL (HOLDINGS) LIMITED

京基金融國際(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01468)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is issued by Kingkey Financial International (Holdings) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders (the “**Shareholders**”) and potential investors of the Company with an update on the latest business development of the Group.

POSSIBLE INVESTMENT

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company announces that the Group is exploring investment opportunities in acquisition of financial assets including interest in insurance policies for an investment amount of not more than HK\$1,000,000,000 (the “**Possible Investment**”). Subject to finalization of the investment structure, the Company may consider issuing new shares as consideration for the Possible Investment.

REASONS FOR AND BENEFITS OF THE POSSIBLE ACQUISITION

The Group is principally engaged in (i) the provision of securities brokerage, margin financing, underwriting, placing and consultancy services; (ii) the provision of insurance brokerage services; (iii) the provision and arrangement of fund and assets management services; (iv) the provision and arrangement of money lending services; (v) carrying out membership business and the event hosting and management business; and (vi) development and operations of intelligent digital sales platforms and information technology services related to insurance business.

It has been the business strategy of the Group to proactively seek potential investment opportunities from time to time in order to enhance the long-term growth potential of the Company and the Shareholders' value. Taking into consideration the prevailing market trend and prospects, the Board considers that it would be imperative to identify suitable investment opportunities with growth potential so as to broaden the assets portfolio and revenue base of the Group. The Board believes that the Possible Investment would be a strategic fit to the Group's aforementioned strategy on expanding its investment portfolio, and would also potentially create synergies to the Group's existing financial services businesses.

In view of the foregoing, the Board is of the view that the Possible Investment, if materialized, would be in the interests of the Company and the Shareholders as a whole.

Further announcement(s) in respect of the Possible Investment will be made by the Company in accordance with applicable requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as and when appropriate.

As at the date of this announcement, no definitive agreement for the Possible Investment has been entered into. The Possible Investment may or may not proceed. Shareholders and potential investors are reminded to exercise caution when dealing in the shares of the Company.

By Order of the Board
Kingkey Financial International (Holdings) Limited
Chen Jiajun
Executive Director

Hong Kong, 29 November 2023

As at the date of this announcement, the Directors are as follows:

Executive Directors:

Mr. Chen Jiajun

Mr. Mong Cheuk Wai

Independent Non-executive Directors:

Ms. Mak Yun Chu

Mr. Leung Siu Kee

Mr. Hung Wai Che

Mr. Chan Ting Fung