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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 223)

UNAUDITED OPERATING INFORMATION FOR THE THIRD QUARTER AND THE THREE QUARTERS ENDED 31 DECEMBER 2023

This announcement is made by Elife Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide its shareholders and potential investors with information on the latest development of the Group.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is delighted to announce a substantial improvement in the Group’s unaudited operating information for the three quarters ended 31 December 2023 and in particular, the third quarter ended 31 December 2023. This notable progress is primarily attributed to the revenue and gross profit derived from the provision of the brand promotion services, which highlights the Group’s proactive endeavours in this area since the beginning of the financial year.

Set out below is a summary of certain unaudited operating information in relation to the Group’s brand promotion services for the third quarter (“**2023 Q3**”) and the three quarters ended 31 December 2023 (“**2023 Q1-Q3**”), together with comparative figures for the second quarter ended 30 September 2023 (“**2023 Q2**”):

BRAND PROMOTION SERVICES

	2023 Q3	2023 Q2	Change		2023 Q1-Q3	
	<i>HK\$’000</i>	<i>HK\$’000</i>	<i>+/-</i>	<i>HK\$’000</i>	<i>+/- %</i>	<i>HK\$’000</i>
Revenue	149,689	57,783	+91,906		+159%	207,472
Gross profit	12,103	5,940	+6,163		+104%	18,043

The above operating information is unaudited and prepared based on the preliminary internal information of the Company. In view of the uncertainties that may exist in the process of collecting such information, such operating information may differ from the figures disclosed in the audited or unaudited consolidated financial statements of the Company issued on an annual or half-year basis. Accordingly, the above operating information is preliminary in nature and for investors' reference only. Investors are advised to exercise caution and to avoid any undue reliance on such information when dealing in the securities of the Company. If in any doubt, investors should seek professional advice from professionals or financial advisers.

By order of the Board
Elife Holdings Limited
Chow Chi Fai
Company Secretary

Hong Kong, 17 January 2024

As at the date of this announcement, the executive Directors are Mr. Chiu Sui Keung, Ms. Qin Jiali, Mr. Zhang Shaoyan, Mr. Zhao Zhenzhong and Mr. Guo Wei, and the independent non-executive Directors are Mr. Cheng Wing Keung Raymond, Mr. Lam Williamson, Mr. Wong Hoi Kuen and Dr. Lam Lee G.