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## INSIDE INFORMATION POSITIVE PROFIT ALERT FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2023

This announcement is made by China Qidian Guofeng Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "**SFO**") and Rule 13.09(2) of the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited.

The board (the "**Board**") of directors (the "**Director**(s)") would like to inform the shareholders and potential investors of the Company that, based on the preliminary review on the unaudited management accounts of the Group for the year ended 31 December 2023, the profit attributable to owners of the Company for the year ended 31 December 2023 is expected to record an increase of approximately 130% as compared with that for the year ended 31 December 2022. The increase was mainly attributable to a gain at the amount of RMB104,185,000 on disposal of the entire equity interests in Yangzhou Laitai Business and Commerce Group Co., Ltd.\* (揚州 來泰商貿集團有限公司), which used to be a wholly owned subsidiary of the Group with net liability. Please refer to the announcement of the Company dated 17 January 2023.

As at the date of this announcement, the Company is in the course of finalizing the annual results for the 12 months ended 31 December 2023. The information contained in this announcement is only a preliminary assessment made by the Board based on the unaudited consolidated management accounts of the Group, which has not been audited or reviewed by the Company's auditor and the audit committee of the Company. The specific financial figures of the Group will be disclosed in the 2023 annual results announcement of the Company for the year ended 31 December 2023, which is expected to be published in March 2024.

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

By order of the Board China Qidian Guofeng Holdings Limited Yuan Li Chairman

Shenzhen, PRC 26 February 2024

As at the date of this announcement, the executive Directors of the Company are Mr. Yuan Li, Mr. Xu Xinying and Mr. Zhuang Liangbao; the non-executive Director of the Company Mr. Gu Changchao; and the independent non-executive Directors of the Company are Mr. Zhang Yihua, Mr. Chen Rui and Mr. Fung Tak Choi.