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First Service Holding Limited
第一服务控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2107)

POSITIVE PROFIT ALERT

This announcement is made by First Service Holding Limited (第一服务控股有限公司) (the “**Company**”, 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 under 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 (the “**Shareholders**”) and potential investors that based on the assessment of the latest information currently available to the Board and a preliminary review of the unaudited consolidated management accounts of the Group for the year ended December 31, 2023 (the “**Year**”), the Group is expected to record an increase of not less than 30% in profit for the Year as compared to that for the year ended December 31, 2022. Such increase was primarily attributable to (i) the increase in revenue from property management services due to the increase in the gross floor area under management of the Group; (ii) enhanced cost control as a result of comprehensive refined operation measures; and (iii) the expansion in scale and improvement in profitability of community value-added services.

Information contained in this announcement is based solely on the preliminary assessment of the latest information available to the Board as at the date of this announcement and the unaudited consolidated management accounts of the Group for the Year, which have not been confirmed or reviewed by the Company’s auditors or the audit committee of the Board. The actual results of the Group for the Year may differ from what is disclosed in this announcement. Detailed financial results of the Group for the Year are expected to be published in the annual results announcement in late March 2024.

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
First Service Holding Limited
Zhang Peng
Chairman

Hong Kong, March 15, 2024

As at the date of this announcement, our executive Directors are Mr. Liu Peiqing, Mr. Jin Chungang and Ms. Zhu Li, our non-executive Directors are Mr. Zhang Peng and Mr. Long Han, and our independent non-executive Directors are Ms. Sun Jing, Mr. Cheng Peng and Mr. Chen Sheng.