中国奇点国峰控股有限公司
China Qidian Guofeng Holdings Limited
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1280)

INSIDE INFORMATION
NEGATIVE PROFIT ALERT
FOR THE SIX MONTHS ENDED JUNE 30, 2024

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

The board (the "**Board**") of directors (the "**Director(s)**") of the Company wishes to inform the shareholders (the "**Shareholders**") of the Company and potential investors that, based on the preliminary assessment on the latest available unaudited consolidated management accounts of the Group as well as other relevant information currently available to the Board, the Board believes that the Group may record a loss attributable to the owners of the Company for the six months ended 30 June 2024 of around RMB33 million as compared to the profit attributable to the owners of the Company of approximately RMB87 million for the six months ended 30 June 2023, representing a decrease of approximately 137.9% compared with the same period of last year.

The shift from a profit to a loss attributable to the owners of the Company for the six months ended 30 June 2024 was primarily due to significant marketing development costs and expenses incurred for the two business segments, sales of alcohol and provision of education related services, which are currently in the initial stage of development. The Company will continue to optimize costs, develop business, and constantly improve the business.

As at the date of this announcement, the Company is in the course of finalizing the interim results for the six months ended 30 June 2024. The information contained in this announcement is only a preliminary assessment made by the Board based on the latest available unaudited consolidated management accounts of the Group, which has not been audited or reviewed by the Company's auditor. Details of the Group's interim results for the six months ended 30 June 2024 will be disclosed in the 2024 interim results announcement of the Company, which is expected to be published in due course in late August 2024.

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

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

Shenzhen, PRC, 20 August 2024

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Yuan Li, Mr. Xu Xinying, Mr. Sun Yue and Mr. Zhuang Liangbao; two non-executive Directors, namely Mr. Gu Changchao and Mr. Wang Xianfu; and three independent non-executive Directors, namely Mr. Zhang Yihua, Mr. Chen Rui and Mr. Fung Tak Choi.