Holly Futures

*(a joint stock company incorporated in the People's Republic of China (the "**PRC**") with limited liability under the Chinese corporate name 弘業期貨股份有限公司 and carrying on business in Hong Kong as Holly Futures) (the "**Company**")*

(Stock Code: 3678)

PROFIT ALERT

This announcement is made by the Company and its subsidiaries (collectively, 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 of the Company (the "**Director(s)**") would like to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary assessment by the Company's management on the unaudited management accounts of the Group for the year ended 31 December 2024 (the "**Reporting Period**") and information currently available to the Board, it is expected that the net profit attributable to the Shareholders for the Reporting Period will be increased by approximately 246.53% to 310.70% as compared with the corresponding period of 2023, details of which are set out below:

Items	Reporting Period	Corresponding period of 2023
Net profit attributable to the Shareholders	Profit: approximately RMB27 million to RMB32 million	Profit: RMB7.7915 million
	Increase from the corresponding period of 2023: approximately 246.53% to 310.70%	
Net profit after deduction of non-recurring profit or loss	Profit: approximately RMB23 million to RMB29 million	Profit: RMB4.5081 million
	Increase from the corresponding period of 2023: approximately 410.19% to 543.29%	
Basic earnings per share	Profit: approximately RMB0.0268 per share to RMB0.0318 per share	Profit: RMB0.0077 per share

The Board considers the expected increase is due to the steady and high-quality development of the Group's business during the Reporting Period, particularly due to the increase in profit and profitability of (1) the financial asset investment business and (2) the overseas financial services business of the Group as compared with same period of last year, achieved through the Group's efforts to strengthen supervision, stabilise income, control costs and prevent risks during the Reporting Period.

As the annual results announcement of the Group for the year ended 31 December 2024 is still in the process of preparation, the information contained in this announcement is only based on the preliminary assessment on the unaudited management accounts of the Group for the year ended 31 December 2024 by the Board, and such information has not yet been confirmed and reviewed by the audit committee of the Company nor audited by the auditors of the Company. The information set out in this announcement is therefore subject to finalisation and adjustments (if necessary).

Shareholders and potential investors of the Company are advised to consider carefully the annual results announcement of the Group for the year ended 31 December 2024 which is expected to be published by the Company in March 2025.

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

By order of the Board
Mr. Chu Kairong
Chairman and Executive Director

Nanjing, the PRC
24 January 2025

As at the date of this announcement, the Board of Directors consists of Mr. Chu Kairong and Mr. Zhao Weixiong as executive Directors; Mr. Xue Binghai and Mr. Jiang Lin as non-executive Directors; and Mr. Huang Dechun, Mr. Lo Wah Wai and Mr. Zhang Hongfa as independent non-executive Directors.