

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

JF SmartInvest Holdings Ltd

九方智投控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 9636)

POSITIVE PROFIT ALERT

This announcement is made by JF SmartInvest Holdings Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment by the Company’s management of the unaudited consolidated management accounts of the Group for the year ended December 31, 2024 (the “**Reporting Period**”) and the current information available to the Board: (i) the Group is expected to record a net profit attributable to the Shareholders for the Reporting Period ranging from approximately RMB260 million to RMB280 million while the net profit attributable to Shareholders of approximately RMB191 million for the year ended December 31, 2023; (ii) the gross billing is expected to be approximately RMB3,509 million, with an increase of approximately RMB1,161 million as compared to the corresponding period in 2023, the revenue recorded is expected to be approximately RMB2,306 million, with an increase of approximately RMB341 million as compared to the corresponding period in 2023 and the operating cash flow is expected to increase approximately RMB1,184 million, with an increase of approximately 267% compared to the corresponding period in 2023; and (iii) as the gross billing from the Group’s main products is recognized as revenue over the subscription period, the unrecognized portions of the revenue in the Reporting Period will be recorded as contract liabilities, and will be gradually recognized in the next reporting period. The balance of contract liabilities at the end of the Reporting Period was approximately RMB1,489 million which will primarily be recognized as revenue in 2025.

The Board believes that the significant improvement in the Group’s financial performance during the Reporting Period is attributable to (i) the steady increase in securities market trading activity and the continuous strengthening of investor confidence following the introduction and implementation of a series of domestic policies in September 2024; and (ii) the Company’s multi-dimensional product layout, which, on the basis of comprehensively integrating existing product portfolio to precisely expand new customer base, has enriched the product matrix by continuous research and innovation and has enhanced the product’s capabilities to meet diversified customer needs.

As the Company is still in the process of finalizing the annual results of the Group for the Reporting Period, the information contained in this announcement is based only on the current information available to the Board and the preliminary assessment by the Board upon its review of the unaudited consolidated management accounts of the Group, which have not been audited nor reviewed by the Company's independent auditor or the audit committee of the Company. Therefore, the unaudited consolidated annual results of the Group for the Reporting Period are subject to changes and may differ from the information contained in this announcement. The financial results of the Company for the Reporting Period and other operating details of the Group will be disclosed in the annual results announcement of the Company, which is expected to be released before the end of March 2025.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company, and should note that undue reliance on or use of the above information may cause investment risks.

By order of the Board
JF SmartInvest Holdings Ltd
CHEN Wenbin
Chairman of the Board

Hong Kong, China, February 17, 2025

As at the date of this announcement, the executive Directors are Mr. CHEN Wenbin, Mr. CHEN Jigeng and Mr. ZHANG Peihong, the non-executive Directors are Mr. YAN Ming and Ms. CHEN NINGFENG and the independent non-executive Directors are Dr. ZHAO Guoqing, Mr. FAN Yonghong and Mr. TIAN Shu.