Yinsheng Digifavor Company Limited
銀盛數惠數字有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3773)

POSITIVE PROFIT ALERT

This announcement is made by Yinsheng Digifavor Company Limited (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 of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 and the information currently available to the Board, the Group is expected to record a profit attributable to the Shareholders for the year ended 31 December 2024 in the range between approximately RMB28.0 million and RMB30.0 million as compared to a profit attributable to the Shareholders of approximately RMB16.4 million for the year ended 31 December 2023. Such result was primarily attributable to (i) an increase in the Group's overall gross profit for the year ended 31 December 2024 as compared to last year, resulting from the Group's continuous optimization of the cost structure of each core business segment in 2024 and the adoption of more precise marketing strategies than in previous years; (ii) a significant increase of income of approximately RMB18.2 million in the digital marketing business, as compared with the income of approximately RMB5.9 million for the year ended 31 December 2023, mainly due to the expansion of cooperation between the operating subsidiaries of the Group and a number of renowned lifestyle service brands in China in 2024 and continuously strengthening of in-depth cooperation with customers in financial channels, large state-owned banks and joint-stock commercial banks, which led to a significant increase in the transaction amount of digital marketing and equity products as compared to 2023.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the latest available financial and other information, and such information has not been reviewed or audited by the auditor of the Company. Actual financial results of the Group for the year ended 31 December 2024 may be different from what is disclosed in this announcement. Further details on the financial results will be disclosed by the end of March 2025 when the Group publishes its results for the year ended 31 December 2024.

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

By order of the Board
Yinsheng Digifavor Company Limited
Dr. Zhou Jinhuang
Chairman and Executive Director

Hong Kong, 7 March 2025

As at the date of this announcement, Dr. Zhou Jinhuang, Mr. Guan Heng and Mr. Huang Junmou are the executive directors; Mr. Fan Weiguo and Mr. Yu Zida are the non-executive directors; and Mr. Zhang Mingqun, Ms. Zou Guoying and Dr. Li Yao are the independent non-executive directors.