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Powerlong Commercial Management Holdings Limited **寶龍商業管理控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9909)

INSIDE INFORMATION PROFIT WARNING

This announcement is made by Powerlong Commercial Management Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and 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 a preliminary assessment of the unaudited management accounts of the Group for the year ended 31 December 2024 (the “**Year**”) and the other data currently available, the net profit attributable to the owners of the Company for the Year of the Group is expected to be within the range of approximately RMB177.1 million to RMB224.7 million, representing a decrease of approximately 50.4% to 60.9% as compared to the net profit attributable to the owners of the Company for the year ended 31 December 2023 of the Group of approximately RMB453.0 million.

The Board believes that the decrease in profit is mainly attributable to the following factors: (i) the Group performed impairment tests on the carrying amount of trade receivables and made reasonable impairment provisions on the principle of prudence due to the increase in credit risk of the relevant trade receivables of real estate developers as a result of the liquidity crisis amid the downturn in the real estate industry; and (ii) the Group carried out more marketing activities to enhance consumers’ desire for purchases in view of the intensifying market competition, which resulted in an increase of the related costs borne by the Group.

As at the date of this announcement, the Company is in the process of preparing and finalizing the results of the Group for the Year. The information contained in this announcement is only based on a preliminary assessment by the Company's management team with reference to the unaudited management accounts of the Group for the Year and the other data currently available, which have not been reviewed or audited by the Company's auditors or the audit committee of the Company, and may be subject to further adjustments or amendments. Shareholders and potential investors are advised to read carefully the announcement of the results of the Group for the Year, which is expected to be published no later than the end of March 2025.

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

By order of the Board
Powerlong Commercial Management Holdings Limited
Hoi Wa Fong
Chairman

Hong Kong, 23 March 2025

As at the date of this announcement, the Board comprises of one executive Director, namely, Mr. Hoi Wa Fong, two non-executive Directors, namely, Ms. Hoi Wa Fan and Ms. Hoi Wa Lam, and three independent non-executive Directors, namely, Dr. Lu Xiongwen, Ms. Ng Yi Kum, Estella and Mr. Chan Wai Yan, Ronald.