Holly Futures

*(a joint stock company incorporated in the People's Republic of China (the "**PRC**") with limited liability under the Chinese corporate name 蘇豪弘業期貨股份有限公司 (formerly known as 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 WARNING

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 ("**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 six months ended 30 June 2025 (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 decreased by approximately 135.15% to 119.53% as compared with the corresponding period of 2024, details of which are set out below.

Items	Reporting Period	Corresponding period of 2024
Net profit attributable to the Shareholders	Loss: RMB4.5 million to RMB2.5 million	Profit: RMB12.8007 million
	Decreased from the corresponding period of 2024: approximately 135.15% to 119.53%	

Items	Reporting Period	Corresponding period of 2024
Net profit after deduction of non-recurring profit or loss	Loss: RMB5 million to RMB2.8 million	Profit: RMB10.7426 million
	Decreased from the corresponding period of 2024: approximately 146.54% to 126.06%	
Basic earnings per share	Loss: approximately RMB0.0045 per share to RMB0.0025 per share	Profit: RMB0.0127 per share

During the Reporting Period, the Company streamlined the operation measures, prioritized the reform initiatives and strengthened compliance, maintaining an overall stable performance. The Board considers that the expected decrease during the Reporting Period is mainly due to factors such as the decrease in market interest rate and the increasingly intensive market competition, which led to a year-on-year decline in Company's net interest income, handling fee and net commission income.

Currently, the Company is at a stage of transformation and development. The Company will focus on operational breakthroughs, deepen reform and innovation, and reinforce compliance to revitalize its business performance.

As the interim results announcement of the Group for the six months ended 30 June 2025 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 six months ended 30 June 2025 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 interim results announcement of the Group for the six months ended 30 June 2025 which is expected to be published by the Company in August 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
Soho Holly Futures Co., Ltd.
Mr. Chu Kairong
Chairman and Executive Director

Nanjing, the PRC
11 July 2025

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