火岩控股
FIRE ROCK HOLDINGS

火岩控股有限公司
FIRE ROCK HOLDINGS LIMITED
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1909)

PROFIT WARNING

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

The board of directors (the "**Board**") of the Company would like to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary assessment and analysis of the unaudited consolidated management accounts for the six months ended 30 June 2025 (the "**Relevant Period**") of the Group (the management accounts are not yet reviewed or audited by the auditor of the Company, nor confirmed by the audit committee of the Company) and the information currently available to the Company prior to the publication of this announcement, the Board expects the Company to record a loss attributable to the owners of the Company of approximately HK$18.2 million for the Relevant Period, as compared to a profit attributable to the owners of the Company of approximately HK$6.8 million for the six month period ended 30 June 2024.

The Board is of the view that the drop in the financial performance of the Company was mainly due to (i) the increase in amortisation of intangible assets for one of the self-developed mobile games which was commercially launched during the Relevant Period; (ii) a provision for impairment loss on intangible assets due to the uncertainty on the future performance of the existing mobile games; and (iii) increase in staff costs.

The information contained in this announcement is solely based on a preliminary assessment by the Board with reference to the unaudited consolidated management accounts for the Relevant Period currently available, which have neither been reviewed or audited by the auditor of the Company nor confirmed by the audit committee of the Company, and the information contained herein has not been finalized and is subject to adjustment. Such information is also not based on any figures or information reviewed by the auditor or audit committee of the Company. Therefore, the actual results of the Group for the Relevant Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the Relevant Period to understand the details of the Group's performance, which is expected to be published by around mid August 2025.

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

By order of the Board of
Fire Rock Holdings Limited
Wong Yan
Executive Director

Hong Kong, 31 July 2025

As at the date of this announcement, the executive Directors are Mr. Zhou Zhiwei, Mr. Gao Bo, Mr. Victor Koa Jun Wei and Ms. Wong Yan; and the independent non-executive Directors are Ms. Chow Woon San Shirley, Mr. Tam Chik Ngai Ambrose and Mr. Lok Tze Bong.