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祈福生活服務
CLIFFORD MODERN LIVING

CLIFFORD MODERN LIVING HOLDINGS LIMITED
祈福生活服務控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3686)

INSIDE INFORMATION POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and the information currently available to the Company, the unaudited consolidated net profit of the Group and the unaudited consolidated net profit attributable to the Shareholders for the six months ended 30 June 2025 are expected to record an increase by more than 35% as compared to that for the corresponding period in 2024.

This announcement is made by Clifford Modern Living Holdings 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "**SFO**").

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 six months ended 30 June 2025 and the information currently available to the Company, the unaudited consolidated net profit of the Group for the six months ended 30 June 2025 and the unaudited consolidated net profit attributable to the Shareholders for the six months ended 30 June 2025 are expected to record an increase by more than 35% as compared to that for the corresponding period in 2024. The increase was mainly attributable to the fair value gain on investment in silver bullion of approximately RMB33.8 million recorded for the six months ended 30 June 2025.

As the Company is still in the process of preparing and finalising the interim results of the Group for the six months ended 30 June 2025, the information contained in this announcement is only based on the preliminary assessment by the Company's management team with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and the information currently available to the Company, which have not been confirmed or reviewed by the Company's auditors nor reviewed by the audit committee of the Board and may be subject to adjustment.

Shareholders and potential investors are advised to read the Company's interim results announcement for the six months ended 30 June 2025 carefully, which is expected to be published by the end of August 2025.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Clifford Modern Living Holdings Limited
MAN Lai Hung
Chairman

Hong Kong, 11 August 2025

As at the date of this announcement, the Board comprises Ms. MAN Lai Hung, Mr. LIU Xing and Ms. HO Suk Mee as executive Directors; Ms. LIANG Yuhua as non-executive Director; and Ms. LAW Elizabeth, Mr. HO Cham and Mr. MAK Ping Leung (alias Mr. MAK Wah Cheung) as independent non-executive Directors.