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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 year ended 31 December 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 Company expects to record a loss attributable to the owners of the Company of approximately HK$65.0 million for the Relevant Period, as compared to a loss attributable to the owners of the Company of approximately HK$17.1 million for the year ended 31 December 2024.

The Board is of the view that the drop in the financial performance of the Company was mainly due to (i) the provision of impairment loss on intangible assets made for some of our games due to the uncertainty over the future performance, (ii) the amortisation of intangible assets for some of our games, which were commercially launched in March 2025 and (iii) the increase in staff costs and benefits during the year.

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 the end of March 2026.

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
Zhang Yan
Chairman and Executive Director

Hong Kong, 16 March 2026

As at the date of this announcement, the executive Directors are Mr. Zhang Yan (Chairman), 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 Ms. Chiang Wing Yan.