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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 ALERT

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 2026 (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 increased as compared with the corresponding period of 2025, details of which are set out below.

Items	**Reporting Period**	**Corresponding period of 2025**
Net profit attributable to the Shareholders	Profit: RMB19 million to RMB28.5 million	Loss: RMB3.6056 million
Net profit after deduction of non-recurring profit or loss	Profit: RMB19.3 million to RMB28.8 million	Loss: RMB3.547 million
Basic earnings per share	Profit: approximately RMB0.0189 per share to RMB0.0283 per share	Loss: RMB0.0036 per share

During the Reporting Period, the Company focused on serving the real economy and enhancing business quality and efficiency, and adopted a dual strategy of consolidating existing business and pursuing new growth initiatives. The Board considers the expected increase during the Reporting Period is due to active expansion of the Company's client base and the elevation of service standards, which led to a further increase in margin deposits compared to the prior year. Additionally, robust returns from financial asset investments contributed to significant increases in the Company's net fee and commission income, net interest income, and investment gains. As a result, the net profit attributable to Shareholders for the Reporting Period is expected to increase considerably as compared with the same period last year.

As the interim results announcement of the Group for the six months ended 30 June 2026 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 2026 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 2026 which is expected to be published by the Company in August 2026.

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
14 July 2026

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; Mr. Lo Wah Wai, Mr. Zhang Hongfa and Mr. Wang Yuwei as independent non-executive Directors; and Mr. Chen Ke as employee Director.