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HOPEFLUENT GROUP HOLDINGS LIMITED

合富輝煌集團控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 733)

PROFIT WARNING

This announcement is made by Hopefluent Group Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on a preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2021 and the information currently available to the management, it is expected that there will be a decrease of more than 50% in the profit attributable to the shareholders for the six months ended 30 June 2021, profit attributable to the shareholders ranging from HK\$28 million to HK\$36 million as compared with that of approximately HK\$72.4 million for the six months ended 30 June 2020.

Based on the information currently available to the Board, the Board considers that such expected profit decrease was primarily attributable to the increase in staff cost and distribution cost as part of the Company’s selling and administrative expenses due to the tough competition in the property real estate agency industry during the period of the six months ended 30 June 2021.

The Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2021. The information contained in this announcement is only based on a preliminary assessment with reference to the unaudited consolidated management accounts of the Group and information currently available to the management, which have not been reviewed by the audit committee nor the auditors of the Company. The Company’s shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2021 which is expected to be issued by the end of August 2021.

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

By order of the Board
Hopefluent Group Holdings Limited
Fu Wai Chung
Chairman

Hong Kong, 16 August 2021

As at the date of this announcement, the executive directors of the Company are Mr. FU Wai Chung, Ms. FU Man, Mr. LO Yat Fung and Mr. FU Ear Ly; the non-executive director of the Company is Ms. NG Wan; and the independent non-executive directors of the Company are Mr. LAM King Pui, Mr. NG Keung and Mrs. WONG LAW Kwai Wah, Karen.