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China Fortune Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 290)

Website: <http://www.290.com.hk>

PROFIT WARNING

This announcement is made by China Fortune Financial Group Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 13.09 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 of directors (the “**Board**”) of the Company wish to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that based on its preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2022 (the “**Relevant Year**”) and the information currently available to the Board, despite the decrease in staff costs, finance costs and other operating expenses, it is expected to record an increase in the consolidated loss of not more than HK\$80.0 million for the Relevant Year as compared with the consolidated loss of approximately HK\$13.5 million for the year ended 31 March 2021. The increase in consolidated loss for the Relevant Year is mainly due to (i) decrease in the revenue; (ii) net investment losses from investment in financial assets; (iii) expected credit losses on loan and trade receivables; and (iv) impairment loss.

The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the Relevant Year currently available, which have not yet been reviewed or audited by the auditor of the Company nor confirmed by audit committee of the Company. Therefore, the actual results of the Group for the Relevant Year may differ from the information contained in this announcement. The annual results of the Group for the Relevant Year are expected to be released in late June 2022. Shareholders and potential investors are advised to refer to the annual results announcement of the Company when it is published.

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

By order of the Board of
China Fortune Financial Group Limited
ZHU Yi
*Chief Executive Officer
and Executive Director*

Hong Kong, 24 June 2022

As at the date of this announcement, the Board consists of three executive directors, namely Mr. XIE Zhichun (Chairman), Mr. ZHU Yi and Ms. SUN Qing; three non-executive directors, namely Mr. HAN Hanting, Mr. CHEN Zhiwei and Mr. WU Ling; and four independent non-executive directors, namely Mr. CHAN Kin Sang, Mr. CHIU Kung Chik, Mr. LI Gaofeng and Mr. LIU Xin.