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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>

### **INSIDE INFORMATION EXPECTED IMPROVEMENT IN LOSS POSITION**

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 wishes 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 six months ended 30 September 2022 (the “**Relevant Period**”) and the information currently available to the Board, the Group expects to record a decrease in the consolidated loss of not more than HK\$25 million for the Relevant Period as compared with the consolidated loss of approximately HK\$33 million for the same period in 2021. The improvement in consolidated loss for the Relevant Period was mainly due to (i) a decrease in operating expenses due to property and equipment being fully impaired as at 31 March 2022; and (ii) a decrease in finance costs due to repayment of corporate bonds upon maturity.

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 Period 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 Period may differ from the information contained in this announcement. The interim results of the Group for the Relevant Period are expected to be released in late November 2022. Shareholders and potential investors are advised to refer to the interim 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  
**China Fortune Financial Group Limited**  
**LIU Zhiwei**  
*Chairman and Executive Director*

Hong Kong, 18 November 2022

*As at the date of this announcement, the Board consists of two executive directors, namely Dr. LIU Zhiwei (Chairman) and Ms. SUN Qing; two non-executive directors, namely Mr. HAN Hanting and Mr. LIU Haoyuan; and four independent non-executive directors, namely Mr. CHAN Kin Sang, Mr. CHIU Kung Chik, Mr. LI Gaofeng and Mr. ZHAO Gen.*