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Alpha Professional Holdings Limited

阿爾法企業控股有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock Code: 948)

INSIDE INFORMATION

POSITIVE PROFIT ALERT

This announcement is made by Alpha Professional Holdings Limited (the “**Company**”, 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby informs the shareholders and potential investors of the Company that, based on the financial information currently available to the management, the Group expects to record a profit not less than HK\$20 million for the six months ended 30 September 2022, as compared with the loss of approximately HK\$4 million for the six months ended 30 September 2021. The expected turnaround from loss to profit was primarily attributable to the combined effect of:

- (i) an increase in profit from the Group’s business segment of trading of milk powder and baby foods for the six months ended 30 September 2022, which was mainly due to a purchase discount of approximately HK\$25 million based on subscription of 9,541,620 shares of Bubs Australia Limited (“**Bubs Australia**”) at nil consideration after the Group achieved the purchase target for orders placed with Bubs Australia or its subsidiaries for the period from 1 July 2021 to 30 June 2022, details of which have been set out in the announcements of the Company dated 3 March 2022, 24 March 2022, 5 July 2022 and 29 September 2022, respectively; and
- (ii) a reduction in loss from the Group’s business segment of provision of mobile handset solution resulted from further scaling-down of the operations during the six months ended 30 September 2022.

As the Company is still in the process of finalising its interim results of the Group for the six months ended 30 September 2022, the information contained in this announcement is only based on a preliminary assessment by the management of the Group with reference to the information currently available including the latest unaudited consolidated financial information of the Group, which have not been audited or reviewed by the auditors nor reviewed by the audit committee of the Company and may be subject to adjustment. The actual results of the Group for the six months ended 30 September 2022 may be different from the information disclosed herein. Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Company for the six months ended 30 September 2022 which is expected to be issued on or around 30 November 2022.

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

On behalf of the Board
Alpha Professional Holdings Limited
CHEN Xu
Executive Director

Hong Kong, 24 November 2022

As at the date of this announcement, the executive directors of the Company are Mr. Chen Xu and Ms. Wu Feizi, and the independent non-executive directors of the Company are Mr. Li Chak Hung, Mr. Choi Kin Man and Mr. Ngai Wah Sang.

** For identification purpose only*