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Leading Holdings Group Limited

領地控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6999)

PROFIT WARNING

This announcement is made by Leading Holdings Group Limited (the “**Company**”, together with its subsidiaries, 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 (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2022 (the “**Reporting Period**”) and the information currently available to the Board, the Group is expected to record a net loss ranging from approximately RMB4.8 billion to RMB5.5 billion for the Reporting Period as compared to the net profit of RMB636,749,000 for the year ended 31 December 2021.

Based on the information currently available, such expected loss was primarily due to (i) the significant decrease in the gross floor area of property projects delivered and the lowered gross profit margin during the Reporting Period, as a result of multiple factors such as the recurrence of the COVID-19 pandemic, the macroeconomic downturn and the continued depletion of demand in real estate properties; (ii) the adverse market sentiment and the wait-and-see position cautiously taken by customers. Although policies favourable to the real estate industry have been introduced and the Company has actively taken price reduction and promotion measures to boost property sales, property sales were still less than expected. Therefore, taking a prudent approach, the Company will recognize an increased impairment loss for properties under construction and completed properties held for sale during the Reporting Period; and (iii) there being a fair value losses on investment properties, as a result of the increased rate of vacancy of investment properties and the reduction in the amount of rent received due to the macroeconomic downturn caused by the recurrence of the COVID-19 pandemic.

As at the date of this announcement, the Company is still in the process of finalizing the audited annual results of the Group for the Reporting Period. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group for the Reporting Period and is not based on any figures or information audited by the Company's auditors or reviewed by the audit committee of the Board. As such, the actual financial results of the Group for the Reporting Period may differ from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the annual results announcement of the Company for the Reporting Period, which is expected to be published by the Company before the end of March 2023.

Shareholders and potential investors of the Company should exercise caution when dealing in the securities of the Company.

By order of the Board
Leading Holdings Group Limited
Liu Yuhui
Chairman

Hong Kong, 10 March 2023

As at the date of this announcement, the Board comprises Mr. Liu Yuhui, Mr. Luo Changlin, and Ms. Hou Xiaoping as executive Directors and Ms. Jin Xu, Ms. Liang Yunxing and Mr. Fang Min as independent non-executive Directors.