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POSITIVE PROFIT ALERT

This announcement is made by Fire Rock Holdings 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The directors of the Company (the “**Directors**”) and the board of directors of the Company (the “**Board**”) would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 (the “**Relevant Period**”), it is expected that (i) the unaudited total revenue of the Company for the Relevant Period as recorded by the Group would increase by over 20% as compared to the corresponding period of 2022, and (ii) the unaudited other income and gain would increase as compared to the corresponding period of 2022, as stated in the announcement of the Company dated 30 June 2023, such increase was attributable to the fact that each of the vendors in respect of the acquisition of Tak Shing International Holdings Limited agreed to surrender the promissory notes to the Company and give up the right to the outstanding principal amount totaling to RMB491,670,000 and their respective interest payables totaling to RMB37,416,825 as at 30 June 2023.

The information contained in this announcement is solely based on a preliminary assessment by the Board based on the unaudited interim consolidated management accounts of the Group for the Relevant Period currently available, which have not been

reviewed or audited by the auditor of the Company nor confirmed by the audit committee of the Company, and the information herein has not been finalised and is subject to adjustment. Such information is not based on any figures or information reviewed by the Company's auditor or the audit committee. Therefore, the actual results of the Group for the Relevant Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the Relevant Period to understand the details of the Group's performance, which is expected to be announced by the end of August 2023.

CONTINUED SUSPENSION OF TRADING

As disclosed in the announcement on quarterly update on resumption dated 30 June 2023, the Company and its professional advisers are in the progress of devising a resumption plan with actions that it intends to take to remedy the issues causing its trading suspension and to fulfill the Resumption Guidance.

Trading in the shares of the Company on the Stock Exchange was suspended from 9:00 a.m. on 1 April 2022 and will remain suspended until further notice.

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

By order of the Board of
Fire Rock Holdings Limited
Wong Yan
Executive Director

Hong Kong, 8 August 2023

As at the date of this announcement, the executive Directors are Mr. Zhou Zhiwei, Mr. Gao Bo and Ms. Wong Yan; and the independent non-executive Directors are Ms. Chow Woon San Shirley, Mr. Tam Chik Ngai Ambrose and Mr. Lok Tze Bong.