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Tradelink Electronic Commerce Limited

貿易通電子貿易有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 536)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09(2) 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 Tradelink Electronic Commerce Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to inform shareholders of the Company and potential investors that based on a preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2023, the Group is expected to record a profit attributable to shareholders of the Company for the six months ended 30 June 2023 to be in the range of 2.5 times to 2.7 times of the corresponding period in 2022. The surge was mainly attributable to the absence of fair value loss on investments in financial investments in the first half of 2023 (loss of HK\$25.9 million was recognised in corresponding period in 2022) and an increase in interest income in the current period from time deposits of proceeds of financial investments disposed of in 2022, albeit that the challenging trade environment has impacted, adversely but not significantly, our core business for the current period. The good performance of the Group for the first six months ended 30 June 2023 is largely due to the adverse investment environment causing a significant drop in net profit for the six months ended 30 June 2022 which forms a low base for comparison with the same period this year.

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2023, the information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and the information currently available, which have neither been reviewed nor audited by the auditors of the Company. The financial results of the Group for the six months ended 30 June 2023 will be set out in the interim results announcement of the Company to be published by the end of August 2023.

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

By Order of the Board
Dr. LEE Nai Shee, Harry, S.B.S., J.P.
Chairman

Hong Kong, 11 August 2023

As at the date of this announcement, the Board of Directors of the Company comprises

Non-executive Directors: Dr. LEE Nai Shee, Harry, S.B.S., J.P. (Chairman), Dr. LEE Delman, Mr. YING Tze Man, Kenneth and Mr. YUEN Wing Sang, Vincent;

Executive Directors: Mr. TSE Kam Keung, Mr. CHENG Chun Chung, Andrew and Ms. CHUNG Shun Kwan, Emily; and

Independent Non-executive Directors: Mr. CHAK Hubert, Mr. CHAU Tak Hay, Ms. CHAN Chi Yan, Mr. CHUNG Wai Kwok, Jimmy and Mr. LIN Sun Mo, Willy, GBS, JP, FCILT.