

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Suxin Joyful Life Services Co., Ltd.

蘇新美好生活服務股份有限公司

(a joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 2152)

POSITIVE PROFIT ALERT

This announcement is made by Suxin Joyful Life Services Co., Ltd. (the “**Company**”, and together with its subsidiaries, 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 (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to inform 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 and the information currently available to the Company, the unaudited total revenue of the Group for the six months ended 30 June 2023 is expected to record an increase of approximately 40% from approximately RMB243.2 million for the corresponding period in 2022; while profit for the six months ended 30 June 2023 is expected to record an increase of approximately 24% from approximately RMB29.5 million for the corresponding period in 2022. Such increase was primarily attributable to the significant increase in revenue from city services during the six months ended 30 June 2023 for approximately 82% as compared to the corresponding period in 2022 mainly due to the expansion of the Group’s municipal infrastructure services business.

As the Company is still in the process of preparing and 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 assessment by the Company’s management team with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and the information currently available to the Company, which have not been confirmed or reviewed by the auditors or the audit committee of the Company and may therefore be subject to changes.

Shareholders and potential investors of the Company should read the Company's interim results announcement for the six months ended 30 June 2023 carefully, which is expected to be published on 28 August 2023.

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

By order of the Board
Suxin Joyful Life Services Co., Ltd.
Cui Xiaodong
Chairman

Hong Kong, 16 August 2023

As at the date of this announcement, the Board comprises Mr. Cui Xiaodong, Mr. Zhou Jun and Ms. Zhou Lijuan as executive Directors; Ms. Li Xin, Mr. Cao Bin and Mr. Zhang Jun as non-executive Directors; Ms. Zhou Yun, Ms. Xin Zhu and Mr. Liu Xin as independent non-executive Directors.