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Lvji Technology Holdings Inc.
驢跡科技控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1745)

POSITIVE PROFIT ALERT

This announcement is made by Lvji Technology Holdings Inc. (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 of directors (the “**Directors**” and the “**Board**”, respectively) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2023 (the “**Period**”) and an assessment of the information currently available to the Board, the Group is expected to record a profit of not less than RMB50.0 million for the Period as compared to a profit of RMB26.5 million for the six months ended June 30, 2022 (the “**Corresponding Period**”), representing an increase of approximately 88.7%.

The improvement in financial performance in the Period as compared to the Corresponding Period was mainly due to:

- (1) the increase in the Group’s revenue which was mainly attributable to the increase in sales of our online tour guides due to the strong recovery of the tourism market; and
- (2) the Group’s active efforts in implementing various expenses and budget related policies to control the selling and distribution expenses and the administrative expenses.

The information contained in this announcement is only based on a preliminary review of the unaudited consolidated management accounts of the Group for the Period and an assessment of the information currently available to the Board as at the date of this announcement, which have not been audited nor reviewed by the Company's auditors or reviewed by the audit committee of the Board. The actual results of the Group for the Period may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to refer to the details in the results announcement for the Period, which is expected to be published on or around August 23, 2023.

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

By order of the Board
Lyji Technology Holdings Inc.
Zang Weizhong
Chairman and Executive Director

Guangzhou, the PRC, August 18, 2023

As at the date of this announcement, the Board comprises Mr. Zang Weizhong, Mr. Wang Lei and Mr. Liu Hui as executive Directors; Mr. Cheung King Him Edmund as non-executive Director; and Ms. Gu Jianlu, Ms. Gao Yuanyuan and Ms. Gu Ruizhen as independent non-executive Directors.