

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.



SHANGHAI ZENDAI PROPERTY LIMITED

上海証大房地產有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 755)

PROFIT ALERT

This announcement is made by Shanghai Zendai Property Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) under Part XIVA of the Securities and Futures Ordinance (Cap.571 of the Laws of Hong Kong) (the “**SFO**”) and Rule 13.09(2)(a) of the Listing Rules.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders and investors of the Company that the Group is expected to record a reduction of loss attributable to owners of the Company for the six months ended 30 June 2023 (the “**Reporting Period**”) as compared to the loss attributable to owners of the Company for the six months ended 30 June 2022 (the “**Prior Reporting Period**”).

Based on the preliminary review of the management accounts of the Group and information currently available to the Company, the anticipated decrease in loss attributable to owners of the Company for the Reporting Period is mainly attributable to (i) a decrease in administration expenses and selling and marketing expenses of approximately 50% and 35% respectively as compared to the Prior Reporting Period; and (ii) a reduction in finance costs of approximately 25% during the Reporting Period as compared to the Prior Reporting Period. As a result, the loss attributable to owners of the Company for the Reporting Period is expected to reduce by approximately 50% as compared to the loss attributable to owners of the Company for the Prior Reporting Period.

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group, which have not been reviewed by the Company’s audit committee. Further details of the Group’s performance will be disclosed when the Company announces its interim results for the Reporting Period.

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
Shanghai Zendai Property Limited
Mr. Huang Yuhui
Chairman

Hong Kong, 18 August 2023

As at the date of this announcement, the executive Directors Mr. Huang Yuhui, Mr. Wang Letian, Ms. Li Zhen and Mr. Long Tianyu. The non-executive Directors are Ms. Wang Zheng, Mr. Cui Di and Mr. Huang Jiawei. The independent non-executive Directors are Dr. Guan Huanfei, Mr. Chen Shuang, Mr. Cao Hailiang, Dr. Lin Xinzhu and Mr. Wang Yuzhou.

* For identification purpose only