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CHERISH SUNSHINE INTERNATIONAL LIMITED

承輝國際有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 1094)

POSITIVE PROFIT ALERT

This announcement is made by Cherish Sunshine International Limited (the “**Company**”, 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform its shareholders and potential investors of the Company that based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 September 2023 (the “**Period**”) and the information currently available to the Board, the Group is expected to record a net profit after tax of approximately HK\$3 million for the Period as compared to a loss of approximately HK\$11.7 million recorded for the six months ended 30 September 2022. Such expected increase in profit was primarily attributable to (i) the increase in sales revenue of approximately no less than HK\$85 million in the provision of procurement services and other IT services and (ii) the decrease of approximately HK\$3 million of administrative expenses thanks to our effective cost saving measures taken.

The information contained in this announcement is based only on the preliminary review and assessment by the management of the Company according to the unaudited consolidated management accounts of the Group for the Period and the information currently available to the Board. The unaudited consolidated interim results of the Group for the Period are still under review and shall be subject to further adjustment and finalisation. The interim results announcement of the Group for the Period is expected to be published by the end of November 2023 in compliance with the Listing Rules.

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

By order of the Board
Cherish Sunshine International Limited
Wu Siyuan
Chairman of the Board

Hong Kong, 14 November 2023

As at the date of this announcement, the Board comprises three executive Directors, namely Ms. Wu Siyuan (Chairman), Mr. Shi Qiang (Chief Executive) and Ms. He Qian; three non-executive Directors, namely Ms. Liu Qian, Mr. Li Shun and Mr. Li Guanghua; and three independent non-executive Directors, namely Mr. Zhong Dengyu, Ms. Deng Hua and Ms. Yang Xiaoyan.