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## **BRIGHT SMART SECURITIES & COMMODITIES GROUP LIMITED**

### **耀才證券金融集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1428)**

## **PRELIMINARY FINANCIAL DATA FOR THE FIRST NINE MONTHS OF YEAR 2023/24**

This announcement is made by Bright Smart Securities & Commodities Group Limited (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 (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 “**Directors**” and each a “**Director**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and its potential investors that based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the first nine-month period of year 2023/24 (i.e. from 1 April 2023 to 31 December 2023) (the “**Period**”), the Group’s unaudited consolidated net profit after tax was approximately HK\$442 million, representing an increase of approximately 7% as compared to that for the corresponding period last year of approximately HK\$412 million.

Despite the market adversity, the Group recorded a slight growth in financial performance in the Period compared to that for the corresponding period last year. As compared with other major global stock markets, the performance of Hong Kong stock market this year remains unsatisfactory. The stock market even plunged to below 16,000 points in 2023. Eventually, the Hang Seng Index barely maintained the 17,000-point at the end of last trading day of 2023 and fell by nearly 14% compared with the prior year, which marks the fourth consecutive year of decline for Hong Kong stock market. With the shrinking turnover of Hong Kong stock market, the investment appetite in Hong Kong stocks and IPOs drops. Under the overall unfavourable business environment, more than 30 securities firms shut down in 2023, and the economic outlook is uncertain.

The Group can overcome the market adversity under the unceasing support and trust of all its clients and launch of various timely promotional marketing strategies. Besides, the Group, being listed in Hong Kong for more than 13 years, has tided over the vicissitudes without fear of market downturn. With the “client-oriented” and “following the clients’ mind” philosophy, the Group continues to generously allocate more resources to strengthen various promotion in spite of adversity. The Group also aggressively develops diversified global financial products, so that clients can trade a whole array of financial products around the world with just one account. To expand its clientele, the Group has introduced various innovative and timely offers (e.g. “One for Five futures account”, “rewards of 2 shares of Manchester United Plc (MANU:US) for trading US stocks, commission of only US\$0.008 per share for trading US stocks and a flat interest rate for margin financing as low as 4.78%” and “1-month genuine zero commission for trading of Hong Kong stocks, A-shares and CME Futures and lifetime waiver of platform charge”) to seize every opportunity in the market. Furthermore, in order to grasp business opportunities from reopening of international borders, some branches at prime locations with high pedestrian flow operate 7 days a week to provide clients with better services, which drives a steady growth in the number of client accounts under adversity.

Information contained in this announcement is only a preliminary assessment made by the Board with reference to the latest unaudited consolidated management accounts of the Group and the information currently available, which has not been reviewed by the auditors and the audit committee of the Company.

**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  
**Bright Smart Securities & Commodities Group Limited**  
**Hui Yik Bun**  
*Executive Director and Chief Executive Officer*

Hong Kong, 8 January 2024

*As at the date of this announcement, the Board comprises Mr. Yip Mow Lum (Chairman), Mr. Hui Yik Bun (Chief Executive Officer), Mr. Chan Wing Shing, Wilson as Executive Directors; and Mr. Yu Yun Kong, Mr. Szeto Wai Sun, Mr. Ling Kwok Fai, Joseph and Ms. Wong Ting Ting, Priscilla as Independent Non-executive Directors.*