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Huitongda Network Co., Ltd.

匯通達網絡股份有限公司

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

(Stock Code: 9878)

POSITIVE PROFIT ALERT

This announcement is made by Huitongda Network Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders and potential investors of the Company that based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2023 (the “**2023 Financial Year**”), the Group expects the profit attributable to equity shareholders of the Company will increase by not less than 30% for the 2023 Financial Year as compared to the same period in 2022.

Such positive profit estimation was mainly due to that (i) the Company has strengthened brand linkages and continued to optimize second-class categories, thereby further enhancing the integration capability and efficiency of the supply chain; and (ii) the Company further deepened the implementation of the SaaS+ business strategy and continued to expand the member network and improve the service capability, which resulted in an increase in profit contribution from member stores.

The information contained in this announcement is based on the preliminary assessment made by the Company with reference to the unaudited consolidated management accounts of the Group, which has not been audited or reviewed by the Company’s auditors or audit committee of the Board. Details of the Group’s financial information for the 2023 Financial Year will be disclosed in the Company’s annual results announcement for the year ended December 31, 2023 to be published by the end of March 2024.

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
Huitongda Network Co., Ltd.
Wang Jianguo
Chairman

Nanjing, the People's Republic of China
February 14, 2024

As at the date of this announcement, the Board comprises the Chairman and non-executive Director, namely Mr. Wang Jianguo; the executive Directors, namely Mr. Xu Xiuxian, Mr. Zhao Liangsheng and Mr. Sun Chao; the non-executive Directors, namely Mr. Cai Zhongqiu and Mr. Wang Ran; and the independent non-executive Directors, namely Ms. Yu Lixin, Mr. Liu Xiangdong and Mr. Diao Yang.