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Bright Future Technology Holdings Limited **辉煌明天科技控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1351)

POSITIVE PROFIT ALERT

This announcement is made by Bright Future Technology Holdings 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 of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (“**FY2023**”) and the information currently available to the board of directors (the “**Board**”) of the Company, the Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record (i) a revenue of no less than approximately RMB820.0 million for FY2023, representing an increase of approximately 84.9% as compared to the revenue of the Group of approximately RMB443.5 million for the year ended 31 December 2022 (“**FY2022**”); and (ii) a profit attributable to the owners of the Company of no less than approximately RMB12.0 million for FY2023, as compared to the loss attributable to the owners of the Company of approximately RMB22.4 million for FY2022.

Based on the information currently available, the Board considers that the substantial improvement in the Group’s financial results for FY2023 was primarily due to the combined effect of the following factors:

- (1) the revival of offline entertainment and consumer activities since late 2022 following the recession of the pandemic threat and various supportive measures implemented by the Chinese government to boost economic recovery and domestic consumption. This led to unleash of consumer demand, creating more advertising opportunities and demands, thereby driving the rebound of the Chinese advertising market;

- (2) the Group’s active response to market changes and opportunities, as well as its expansion of business relationships with industries that showed strong post-COVID development, particularly those specialised in insurance, local life, entertainment and those utilised generative artificial intelligence technology (“AIGC”) as the foundation of their products; and
- (3) the further optimisation and enhancement of the Group’s self-developed algorithm platform and the progressive implementation of AIGC services into its business operations in 2023, which reduced redundant expenses, improved operational efficiency and maximised the advantages of the Group’s marketing algorithms and content management capabilities.

As the Company is still in the process of finalising the annual results of the Group for FY2023, the information contained in this announcement is only based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available, which have neither been reviewed by the audit committee of the Company nor reviewed or audited by the Company’s auditors. The above information may be subject to further adjustments upon final review by the Board and the Company’s auditors. Shareholders and potential investors are advised to refer to the details in the annual results of the Group for FY2023, which is expected to be published in late March 2024 in accordance with the Listing Rules.

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

By order of the Board

Bright Future Technology Holdings Limited

DONG Hui

Chairman, Chief Executive Officer and Executive Director

Shenzhen, PRC, 7 March 2024

As at the date of this announcement, the executive Directors of the Company are Mr. DONG Hui, Mr. YANG Dengfeng, Ms. GAO Yuqing and Mr. CEN Senhui, and the independent non-executive Directors of the Company are Mr. LIU Kin Wai, Mr. WEI Hai Yan and Mr. LIN Sen.