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## **XXF GROUP HOLDINGS LIMITED**

**喜相逢集團控股有限公司**

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

**(Stock Code: 2473)**

### **POSITIVE PROFIT ALERT**

This announcement is made by XXF Group Holdings 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 (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 of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (the “**FY2023**”) and the information currently available to the Board, the Group is expected to record a profit attributable to owners of the Company of no less than RMB103 million for FY2023, representing an increase of no less than 30.5% as compared to a profit attributable to owners of the Company of approximately RMB78.9 million for the year ended 31 December 2022.

The Board considered that the expected increase of profit attributable to owners of the Company for FY2023 was mainly attributable to: (1) the recovery from the adverse impact of the outbreaks of COVID-19 in 2022, the increased sales and marketing efforts by the Group and the opening of new self-operated sales outlets to grow the Group’s business, which increased the revenue of the Group; (2) the increase in fair value gain on ordinary shares with redemption right; and (3) the increase in listing expenses, finance cost and share-based compensation expenses, which partially offset the abovementioned positive effects.

As at the date of this announcement, the Company is still in the process of finalising the consolidated annual results of the Group for FY2023. The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for FY2023 and the information currently available to the Board, which have not been audited or reviewed by the Company's auditors or the audit committee of the Company. The actual annual results of the Group for FY2023 may be different from the financial information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for FY2023 which is expected to be released by the end of March 2024.

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

By Order of the Board  
**XXF Group Holdings Limited**  
**Mr. HUANG Wei**

*Chairman of the Board, chief executive officer  
and executive director*

Hong Kong, 7 March 2024

*As at the date of this announcement, the executive directors are Mr. Huang Wei, Mr. Ye Fuwei and Ms. Zhang Jinghua, the non-executive directors are Mr. Liu Wei and Ms. Xu Rui, and the independent non-executive directors are Mr. Wu Fei, Mr. Fung Che Wai, Anthony and Mr. Chen Shuo.*