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**(Stock Code: 00418)**

## **POSITIVE PROFIT ALERT**

This announcement is made by the Founder Holdings Limited (the “**Company**”, together with its subsidiaries, collectively 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, 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 of the Company that, based on its preliminary assessment of the Group’s unaudited consolidated management accounts for the year ended 31 December 2023 and information currently available to the Group, the Group is expected to record a profit attributable to owners of the Company of not less than approximately HK\$55 million for the year ended 31 December 2023, as compared with the profit attributable to owner of the Company of approximately HK\$34.75 million for the year ended 31 December 2022.

The Board believes such increase in profit was mainly attributable to the net effect of: (i) decrease in staff costs included in the selling and distribution expenses as a result of decrease in number of staff and severance payment; (ii) decrease in foreign exchange loss; and (iii) the absence of one-off gain on reversal of the provision for impairment of entrusted loan to Peking University Founder Group Company Limited and reversal of deferred tax assets arising from impairment of assets in 2022.

As at the date of this announcement, the Company is still in the process of finalising the financial statements of the Group for the year ended 31 December 2023. The information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the unaudited consolidated management accounts of the Group, but not based on any financial data or information that has been audited, reviewed or confirmed by the Company's auditor. Details of the Group's financial performance will be disclosed in the annual results announcement of the Company for the year ended 31 December 2023, which is expected to be published by the end of March 2024. Shareholders and potential investors are advised to read carefully such results announcement.

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

By Order of the Board  
**Founder Holdings Limited**  
**Qi Zi Xin**  
*Chairman*

Hong Kong, 8 March 2024

*As at the date of this announcement, the Board comprises executive directors of Mr. Qi Zi Xin (Chairman), Mr. Shao Xing (President), Mr. Wang Jin Chao, Mr. Hu Bin, Mr. Zhang Jian Guo and Ms. Wu Jing, and the independent non-executive directors of Mr. Chan Chung Kik, Lewis, Mr. Lai Nga Ming, Edmund and Mr. Chak Chi Shing.*

*\* For identification purpose only*