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**WISE ALLY**

**Wise Ally International Holdings Limited**

**麗年國際控股有限公司**

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

**(Stock Code: 9918)**

## **PROFIT WARNING**

This announcement is made by the board (the “**Board**”) of directors of Wise Ally International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) 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 Listing Rules.

The Board would like to inform the shareholders and potential investors of the Company that, based on the preliminary review and the latest available unaudited consolidated management accounts of the Group for the year ended 31 December 2023, the Group is expected to record a net loss attributable to equity holders of the Company of not more than HK\$3.0 million or a net profit attributable to equity holders of the Company of not more than HK\$3.0 million for the year ended 31 December 2023, as compared with the profit attributable to equity holders of the Company amounted to approximately HK\$15.1 million for the year ended 31 December 2022.

Our expected net loss or decrease in net profit was mainly attributable to (1) a significant fair value loss in financial asset at fair value through profit or loss; (2) a provision on inventories; (3) a significant increase in administrative expenses; and (4) an increase of net finance costs.

The fair value loss in financial asset at fair value through profit or loss arose from remeasurement of the Company’s investment in convertible bond issued by Talentone Technology Limited at the reporting year end date at their market value and the impairment assessment on inventories was made pursuant to the applicable accounting standards. As such losses are only provision for impairment nature, they do not affect the Group’s cash flow position.

The increase in the net finance costs was primarily due to the substantial increase in the interest rate HIBOR during the year of 2023. An increase in administrative expenses was primary attributable to the strategic increase in headcounts for product innovation and marketing efforts to capture future business opportunities during the year of 2023.

As the Company is still in the process of finalising the results of the Group for the year ended 31 December 2023, the information contained in this announcement is only a preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group and is not based on any information or figures that have been audited or reviewed by the auditors of the Company. Therefore, the actual results of the Group for the year ended 31 December 2023 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the annual results announcement of the Group for the year ended 31 December 2023 which is expected 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  
**Wise Ally International Holdings Limited**  
**Chu Wai Hang Raymond**  
*Chairman, Executive Director and  
Chief Executive Officer*

Hong Kong, 12 March 2024

*As at the date of this announcement, the executive Directors are Mr. Chu Wai Hang Raymond, Mr. Chu Man Yin Arthur Newton and Mr. Lau Shui Fung; and the independent non-executive Directors are Ms. Elizabeth Law, Mr. Lee Wa Lun Warren and Mr. Szeto Yuk Ting.*