

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

# **Yinsheng Digifavor Company Limited** **銀盛數惠數字有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 3773)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Yinsheng Digifavor Company 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 and the inside information provisions 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 the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 and the information currently available to the Board, the Group is expected to record a profit for the six months ended 30 June 2024 in the range between approximately RMB20 million and RMB21 million as compared to a profit of approximately RMB0.87 million for the six months ended 30 June 2023. Such result was primarily attributable to (i) an increase in the Group’s overall gross profit margin for the six months ended 30 June 2024 as compared to the six months ended 30 June 2023, resulting from the Group’s continuous optimization of the cost structure of each core business segment in the first half of 2024 and the adoption of more precise marketing strategies than in previous years; (ii) a significant increase of income of approximately RMB15 million in the digital marketing business, as compared with the income of approximately RMB0.8 million for the six months ended 30 June 2023, mainly due to the expansion of cooperation between the operating subsidiaries of the Group and a number of renowned lifestyle service brands in China in the first half of 2024 and continuously strengthening of in-depth cooperation with customers in financial channels, large state-owned banks and joint-stock commercial banks, which led to a significant increase in the transaction amount of digital marketing and equity-based commodities transactions as compared to the first half of 2023.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the latest available financial and other information, and such information has not been reviewed by or discussed with the auditor of the Company. Actual financial results of the Group for the six months ended 30 June 2024 may be different from what is disclosed in this announcement. Further details on the financial results will be disclosed in August 2024 when the Group publishes its unaudited interim results for the six months ended 30 June 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  
**Yinsheng Digifavor Company Limited**  
**Dr. Zhou Jinhuang**  
*Chairman and Executive Director*

Hong Kong, 19 July 2024

*As at the date of this announcement, Dr. Zhou Jinhuang, Mr. Guan Heng and Mr. Huang Junmou are the executive directors; Mr. Fan Weiguo and Mr. Yu Zida are the non-executive directors; and Mr. Zhang Mingqun, Ms. Zou Guoying and Dr. Li Yao are the independent non-executive directors.*