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HUISEN GROUP

Huisen Shares Group Limited

匯森股份集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2127)

PROFIT WARNING

This announcement is made by Huisen Shares Group Limited (the “**Company**”, 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on 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 loss ranging from approximately RMB250 million to RMB350 million for the six months ended 30 June 2024 as compared with the profit of approximately RMB160 million for the six months ended 30 June 2023. The loss of the Group for the six months ended 30 June 2024 was mainly attributable to the following factors:

1. Due to the continued downturn in the global economy and the impact of the prosperity of the home industry, the Company’s business income declined significantly, resulting in the Company’s operating income decreased from the same period last year.
2. The Company suffered losses in the first half of the year due to the continuous impact of Sino-US trade tariffs, resulting in a decline in comprehensive gross profit margin.

The information contained in this announcement is only based on the preliminary assessment by the Board based on information currently available to it, including the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024, and is not based on any figures or information audited or reviewed by the Company's independent auditor and shall be subject to finalisation and adjustments (if any). Shareholders and potential investors are advised to refer to the details on the unaudited interim results announcement of the Company for the six months ended 30 June 2024 which is expected to be published by the end of August 2024.

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

By order of the Board
Huisen Shares Group Limited
Zeng Ming
Chairman

Hong Kong, 31 July 2024

As at the date of this announcement, the executive directors of the Company are Mr. Zeng Ming, Ms. Zeng Minglan and Mr. Wu Runlu; and the independent non-executive directors of the Company are Ms. Yan Liqiong, Ms. Zhang Lingling and Mr. Feng Zhaowei.