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**華億金控集團有限公司**  
**SINOFORTUNE FINANCIAL HOLDINGS LIMITED**

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

**(Stock code: 08123)**

**PROFIT WARNING**

This announcement is made by Sinofortune Financial Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM 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**”) wishes to inform the shareholders and potential investors of the Company that, based on the information currently available to the Board, the Group is expected to record a loss of approximately HK\$13.0 million for the six months ended 30 June 2024 (the “**Reporting Period**”) as compared to the loss of approximately HK\$13.6 million as recorded in the corresponding period in 2023. The reasons for the loss during the Reporting Period were mainly attributable to the decrease in sales and revenue and the increase in the finance costs in various business segments. Although the Group was benefited from the tax relief provided from the PRC government authorities on the sales of the imported motor vehicles, the Group still recorded a loss in this business segment.

The Board noted that over the past few years, there was continuously decrease in demand on the petrol vehicles and the increase in popularity in using the new energy vehicles in many countries and the management team of the Company is adopting this trend as the Group’s strategic development direction in the coming year. The Board estimated that the demand for petrol vehicles will be shrink further and the profit margin will be lower as a result of the keen competition in price. The management team of the Company is in the process of negotiating with the dealers with the aim to launch more new energy vehicles to the PRC market and to promote the duty-free car business in Hainan province. The Board is still optimistic to this business segments and hope that the launch of the new energy vehicles can booster the sale volume and improve the business performance of this business segment.

As the Company is still in the process of finalizing its unaudited consolidated results of the Group for the Reporting Period, the information contained in this announcement is only based on the preliminary assessment by the Board, with reference to the management accounts and the information currently available which are subject to finalization and adjustments, and has not been reviewed by the audit committee nor the auditors of the Company. Further details of the Group's financial results and performance for the Reporting Period will be disclosed in accordance with the requirements of the GEM Listing Rules, which is expected to be published before the end of August 2024.

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

By order of the Board  
**Sinofortune Financial Holdings Limited**  
**Wang Jiawei**  
*Chairman*

Hong Kong, 15 August 2024

*As of the date of this announcement, the executive directors are Mr. Wang Jiawei and Ms. Lai Yuk Mui, the non-executive director is Mr. Liu Runtong and the independent non-executive directors are Professor Zhang Benzhen, Mr. Li Jianxing, Professor Chen Shu Wen and Mr. Lee Kwun Kwan.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the "Latest Listed Company Information" page of the website of The Stock Exchange of Hong Kong Limited at <http://www.hkexnews.hk> for at least 7 days from the date of its posting and on the Company's website at <http://www.sinofortune.hk>.*