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51信用卡
51 CREDIT CARD INC.
51 信用卡有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2051)

PROFIT WARNING

This announcement is made by 51 Credit Card Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Reporting Period**”) and information currently available to the Board, the Group is expected to record a comprehensive loss attributable to owners of the Company ranging from approximately RMB37 million to RMB40 million during the Reporting Period as compared with the comprehensive profit attributable to owners of the Company of approximately RMB2.4 million in the corresponding period of 2023.

The Board considered that the expected loss recorded during the Reporting Period was mainly due to, among other things, (i) the decline in revenue from the camping business during the Reporting Period as a result of the change in business environment and therefore adjustment in the Group’s operation strategies through the gradual optimization and upgrading of the camping business by discontinuing certain campsites with poor performance, which resulted in the decline in the overall revenue scale of the camping business; (ii) the downsizing of the credit card technology service due to the reduction in our investment in the co-branded card business during the Reporting Period; and (iii) additional research and development expenses attributable to the new vehicle business of the Group during the Reporting Period, which had not been incurred in the corresponding period of last year.

As at the date of this announcement, the Company is still in the course of preparing the interim results of the Group for the six months ended 30 June 2024. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2024, which have not been reviewed by the audit committee of the Company nor audited by the Company's auditors. Such financial information will be subject to finalization and necessary adjustments, if any. Details of the Group's performance will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2024 which is expected to be approved and published by end of August 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

51 Credit Card Inc.

Sun Haitao

Chairman, Chief Executive Officer and Executive Director

16 August 2024

As at the date of this announcement, the executive Directors are Mr. Sun Haitao and Ms. Wu Shan; the non-executive Directors are Ms. Zou Yunli, Ms. Gao Li and Ms. Jiang Chloe Cuicui and the independent non-executive Directors are Mr. Ye Xiang, Mr. Xu Xuchu and Mr. Shou Jian.