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**CHINA RONGZHONG FINANCIAL HOLDINGS COMPANY LIMITED**  
**中國融眾金融控股有限公司**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 03963)**

## **PROFIT WARNING**

This announcement is made by China Rongzhong Financial Holdings Company Limited (the “**Company**” and, 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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) 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 information currently available to the Board and its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2023 (the “**Reporting Period**”), the Group is expected to record a profit of approximately HK\$1,293,000 as compared to a loss of approximately HK\$22,323,000 as recorded in the previous corresponding period ended 30 September 2022.

The Board considers that the expected increase in profit was mainly due to decrease in provisions for impairment losses and expected credit losses of approximately HK\$7.5 million, and decrease in finance costs of approximately HK\$14.2 million of the Group. The Board wishes to emphasize that the above-mentioned provisions for impairment losses and expected credit losses are non-cash in nature and do not have any impact on the cash flow of the Group.

The Company may issue further announcement(s) to update the Shareholders as and when it is appropriate.

The information contained in this announcement only represents a preliminary assessment by the Board with reference to information currently available to the Group and the unaudited consolidated management accounts of the Group for the Reporting Period, all of which are still subject to the internal review and confirmation by the audit committee of the Company and the Board, hence may be subject to further adjustments. The Company is still in the process of preparing and finalizing the results announcement for the Reporting Period which is expected to be published by the end of November 2023 in accordance with the Listing Rules.

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

By order of the Board  
**China Rongzhong Financial Holdings Company Limited**  
**Wong Emilie Hoi Yan**  
*Executive Director*

Hong Kong, 27 November 2023

*As at the date of this announcement, the executive Director of the Company is Ms. Wong Emilie Hoi Yan; the non-executive Directors of the Company are Mr. Lau Hiu Fung, Ms. Wong Jacqueline Yue Yee, Ms. Wong Michelle Yatyee and Mr. Wong Ming Bun David; and the independent non-executive Directors of the Company are Mr. Lie Chi Wing, Mr. Ng Wing Chung Vincent and Mr. Ng Yuk Yeung Paul.*