

*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.*



**CHINA SHUN KE LONG HOLDINGS LIMITED**

**中國順客隆控股有限公司**

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

**(Stock Code: 974)**

## **PROFIT WARNING**

This announcement is made by China Shun Ke Long Holdings Limited (the “**Company**”, together with its subsidiaries, 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company 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 made by the management of the Group, it is expected that the Group will record a net loss within the range from RMB18 million to RMB22 million for the six months ended 30 June 2024 (the “**Relevant Period**”) as compared to the net loss of approximately RMB12.75 million for the same period of last year.

Based on the information currently available, the increase in net loss for the Relevant Period was mainly attributed to a decrease in gross profit as a result of reduced demand for group purchases from some customers; and lower-than-expected sales in some stores due to the market environment.

The Company is still in the process of finalising the results of the Group for the Relevant Period. The information contained in this announcement is only based on the preliminary review by the Group’s management on the unaudited consolidated management accounts of the Group for the Relevant Period and is not based on any figures or information that has been audited or reviewed by the auditor of the Company. Therefore, the Group’s actual results for the Relevant Period may be subject to amendments and adjustments where necessary. The results announcement of the Group for the Relevant Period is expected to be published by the Company in late August 2024.

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

By order of the Board  
**China Shun Ke Long Holdings Limited**  
**Qiu Minghao**  
*Company Secretary*

Hong Kong, 1 August 2024

*As at the date of this announcement, the executive Directors are Mr. Wang Rengang and Ms. Wang Hui; the non-executive Director is Ms. Du Jing; and the independent non-executive Directors are Mr. Cheng Hok Kai Frederick, Mr. Gao Jingyuan and Mr. Ng Hoi.*