

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 ANNOUNCEMENT

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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment by the Group’s management on the unaudited consolidated management accounts of the Group, it is expected that the Group will record a net loss within the range from RMB62 million to RMB72 million for the year ended 31 December 2024 (“**FY2024**”), as compared to the net loss of approximately RMB26.68 million for the year ended 31 December 2023 (“**FY2023**”).

Based on the information currently available, the increase in net loss for FY2024 was primarily due to (i) a significant decrease in gross profit on sales due to lower revenue from retail store sales and lower gross profit margins; (ii) provision for impairment of the Company’s assets due to the impact of the business environment; (iii) a decrease in promotion revenue from retail store suppliers; and (iv) the effect of the above outweighing the decrease in operating expenses.

The Company is still in the process of finalising the full-year results of the Group for FY2024. 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 FY2024 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 FY2024 may be subject to amendments and adjustments where necessary. The full-year results announcement of the Group for FY2024 is expected to be published in late March 2025.

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, 28 February 2025

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.