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FINSOFT FINANCIAL INVESTMENT HOLDINGS LIMITED

匯財金融投資控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8018)

PROFIT WARNING

This announcement is made by Finsoft Financial Investment Holdings Limited (“**Company**”, together with its subsidiaries, “**Group**”) pursuant to Rule 17.10 of the Rules (“**GEM Listing Rules**”) Governing the Listing of Securities on GEM (“**GEM**”) of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (“**Board**”) of directors (“**Directors**”, and each a “**Director**”) of the Company wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the information currently available to the Board, the Group expects to record a net loss of not less than HK\$10.6 million for the six months ended 30 June 2023 (“**2023 Interim**”) as compared to a net loss of approximately HK\$8.1 million recorded for the six months ended 30 June 2022 (“**2022 Interim**”), primarily due to (i) the increase in the Group’s administrative expenses from approximately HK\$24.4 million in 2022 Interim to approximately HK\$26.5 million in 2023 Interim; and (ii) the decrease in the Group’s other income in 2023 Interim mainly due to the recognition of government grants of approximately HK\$0.6 million by the Group in 2022 Interim, as compared to none in 2023 Interim.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for 2023 Interim, and is not based on any figure or information which has been audited or reviewed by the Company’s auditors. The Company is in the process of finalising the consolidated results of the Group for 2023 Interim.

Details of the financial information and performance of the Group for 2023 Interim will be disclosed in the Group’s results announcement for 2023 Interim, which is expected to be published in mid-August 2023.

* *For identification purposes only*

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

On behalf of the Board
Finsoft Financial Investment Holdings Limited
Ms. Tin Yat Yu Carol
Chairman

Hong Kong, 4 August 2023

As at the date of this announcement, the Board consists of Ms. Tin Yat Yu Carol being an executive Director and the chairman of the Board, Mr. Chan Wai Lung being an executive Director and the vice chairman of the Board, Ms. Liu Mung Ting being an executive Director and the chief executive officer of the Company, Ms. Lam Ching Yee and Ms. Lin Ting being the executive Directors, and Mr. Hon Ming Sang, Ms. Lee Kwun Ling, May Jean and Mr. Tang Shu Pui Simon being the independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 at <http://www.hkexnews.hk> for a minimum period of seven days from the date of its publication and on the website of the Company at www.finsofthk.com.