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JiaChen Holding Group Limited

佳辰控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1937)

POSITIVE PROFIT ALERT

This announcement is made by JiaChen Holding Group Limited (the “**Company**”, and together with its subsidiaries, collectively as the “**Group**”) pursuant to Rule 13.09(2) 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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary review of the latest consolidated management accounts of the Group for the six months ended 30 June 2021 (the “**Current Period**”) and the information currently available to the Board, the net profit of the Group attributable to the owners of the Company for the Current Period is expected to increase by not less than 70% as compared to that of approximately RMB6.0 million for the six months ended 30 June 2020 (the “**Comparable Period**”),

The Board considers that the expected increase in the net profit of the Group attributable to the owners of the Company for the Current Period was mainly due to the surge in revenue of not less than 75% as compared to that of approximately RMB67.2 million for the Comparable Period, which was resulted from the relaxation of the control measures to combat the spread of the COVID-19 pandemic leading to the increase in the momentum of the economic activities in the domestic market of the People’s Republic of China. However, the increase in net profit attributable to the owners of the Company for the Current Period was mitigated by the net offsetting effect of the reduction of approximately RMB9.3 million in government subsidies and the reduction of approximately RMB7.3 million in listing expenses during the Current Period.

As the Company is still in the process of preparing the unaudited consolidated results of the Group for the Current Period, this announcement is only a preliminary estimate performed by the management of the Group based on the information currently available and is not based on any figure or information audited or reviewed by the Company's auditor. The actual consolidated results of the Group for the Current Period may, therefore, differ from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the results announcement for the Current Period, which will be published by the end of August 2021.

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

By Order of the Board
JiaChen Holding Group Limited
SHEN Min
Executive Director and Chairman

Changzhou, the People's Republic of China, 11 August 2021

As at the date of this announcement, the executive Directors are Mr. SHEN Min (Chairman), Mr. SHEN Minghui, Mr. CHEN Shiping (Chief Executive Officer) and Ms. LIU Hui; and the independent non-executive Directors are Mr. MA Ving Lung, Ms. SHI Dongying and Mr. YU Chun Kau.