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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 unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (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 100% as compared to that of approximately RMB3.0 million for the six months ended 30 June 2023 (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 attributable to: (i) the surge in revenue of not less than 20% as compared to that of approximately RMB87.3 million for the Comparable Period; and (ii) the increase of not less than 5 percentage points in gross profit margin as compared to that of 18.6% for the Comparable Period. The Board believes that the surge in revenue and the increase in gross profit margin were mainly attributable to two factors: (i) the commencement of production projects for which sales orders were secured in 2023; and (ii) Sales orders secured in the second half of 2023 were able to fetch higher selling prices and the cost of production materials in the Current Period was relatively lower than that of the Comparable Period. These circumstances effectively drove both revenue growth and margin improvement.

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 on 28 August 2024.

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, 22 August 2024

As at the date of this announcement, the executive Directors are Mr. SHEN Min (Chairman), Mr. SHEN Minghui, and Ms. LIU Hui (Chief Executive Officer); and the independent non-executive Directors are Mr. XIE Xing, Mr. WANG Li and Ms. LONG Mei.