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SOUTH CHINA HOLDINGS COMPANY LIMITED

南華集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00413)

POSITIVE PROFIT ALERT

This announcement is made by South China Holdings Company Limited (the “**Company**”, together with its subsidiaries, 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 under 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 information currently available and the preliminary review of the unaudited consolidated management accounts of the Group, the Group expects to report an increase in profit for the year ended 31 December 2022 (the “**Year**”) by almost 100% as compared with the audited results for the year ended 31 December 2021. This is mainly attributable to the improvement in the operating profit of the Group’s toy manufacturing business with higher efficiency in overall production cost control and gain on disposal of a subsidiary recognised during the Year, outweigh the adverse impact of fair value loss on investment properties. The overall financial, business and trading positions of the Group remain healthy.

The Company is still in the process of finalizing the annual results of the Group for the Year. The information contained in this announcement is only based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the Year and the unaudited information currently available to the Company. The audited annual results of the Group for the Year is expected to be published in the late March 2023.

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

By Order of the board of directors of
South China Holdings Company Limited
南華集團控股有限公司
Cheung Choi Ngor
Executive Director

Hong Kong, 17 March 2023

As at the date of this announcement, the directors of the Company are: (1) Mr. Ng Hung Sang, Ms. Cheung Choi Ngor and Mr. Ng Yuk Yeung Paul as executive directors; (2) Ms. Ng Yuk Mui Jessica, Mr. Ng Yuk Fung Peter, Ms. Li Yuen Yu Alice and Mr. Yu Pui Hang as non-executive directors; and (3) Mrs. Tse Wong Siu Yin Elizabeth, Mr. Kam Yiu Shing Tony, Ms. Pong Scarlett Oi Lan, BBS, J.P. and Mr. Wong Chun Tat, J.P. as independent non-executive directors.