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Guoen Holdings Limited

國恩控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8121)

PROFIT ALERT

This announcement is made pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM 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 Guoen Holdings Limited (the “**Company**”) together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2024 (the “**Period**”) and the information currently available to the Board, the Group expects that there will be an improvement in its interim results from a profit for the period of approximately HK\$1.76 million for the six months ended 30 September 2023 to a profit for the period of not less than approximately HK\$2.70 million for the Period, which is primarily driven by (i) the increase in revenue from the provision of digital advertisement placement services and creative and technology services; and (ii) the increase in fair value gain of financial assets at fair value through profit or loss, and partially offset by the increase in staff costs incurred in administrative expenses and the increase in marketing-related expenses incurred in selling expenses.

The information contained in this announcement is only based on the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the Period and the information currently available to the Board, and is not based on any figures or information which has been audited or reviewed by the Company’s auditors and audit committee. The actual interim results of the Group for the Period may be different from the information disclosed in this announcement. The Company is in the process of finalising the interim results for the Period of the Group. Shareholders and potential investors are advised to read carefully the Company’s interim results announcement for the Period, which is expected to be published on or around 13 November 2024 in accordance with the GEM Listing Rules.

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

By Order of the Board
Guoen Holdings Limited
Yin Di

*Chairman, Chief Executive Officer and
Executive Director*

Hong Kong, 6 November 2024

As at the date of this announcement, the executive Directors are Mr. Yin Di, Mr. Yip Shek Lun, Mr. Ng Chi Fung, Mr. Liu Liping and Ms. Wan Wai Ting; and the independent non-executive Directors are Mr. Bian Wencheng, Ms. Fu Hongzhi and Mr. Hong Ming Sang.

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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the Stock Exchange's website at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its publication. This announcement will also be published on the Company's website at www.guruonline.com.hk.