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CONFIDENCE INTELLIGENCE HOLDINGS LIMITED

信懇智能控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1967)

PROFIT WARNING

This announcement is made by Confidence Intelligence Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2022 (the “**Reporting Period**”), the Group expects to record a net loss not more than approximately RMB12.0 million in the Reporting Period as compared with the Group’s net profit of approximately RMB10.1 million for the year ended 31 December 2021. The net loss for the Reporting Period was mainly due to:

- (i) revenue for the Reporting Period decreased by approximately 20% to 30% compared with the corresponding period in 2021, which is mainly due to the economic slowdown and disrupted business activities caused by the stricter lockdown measure implemented by the government authorities in response to the resurgence of COVID-19 pandemic in various cities of China; and
- (ii) the gross profit for the Reporting Period decreased by 45% to 55%, which was primarily attributable to the decrease in the revenue while certain fixed cost was unavoidable.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the year ended 31 December 2022 and information currently available to the Company, and is not based on any figures or information which have been reviewed or audited by the Company’s independent auditor or have been confirmed by the audit committee of the Company and are subject to adjustments. The Company is in the process of finalising the final results of the Group for the year ended 31 December 2022. Shareholders and potential investors are advised to read carefully the final results announcement of the Company for the

year ended 31 December 2022, which is expected to be published by the end of March 2023 in accordance with the requirements of the Listing Rules.

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

By order of the Board
Confidence Intelligence Holdings Limited
Li Hao
Chairman

Hong Kong, 8 March 2023

As at the date of this announcement, the executive Directors are Mr. Li Hao, Mr. Zhang Bizhong, Mr. Xu Shizhen, Ms. Li Biqiong and Mr. Hao Xiangjun, the non-executive Director is Mr. Yuan Shuntang, and the independent non-executive Directors are Mr. Huang Jianfei, Mr. Wong Chun Sek Edmund and Ms. Mu Lingxia.