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ALLUREFEM HOLDING LIMITED

滙人壹方控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8305)

POSITIVE PROFIT ALERT

This announcement is made by Allurefem Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under 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 the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Reporting Period**”) and other information currently available to the Company, it is anticipated that the Group may achieve a turnaround from the net loss of approximately HK\$15.0 million recorded for the six months ended 30 June 2023 to a net profit of not less than HK\$0.5 million for the Reporting Period.

The Board considers that the net profit expected to be recorded for the Reporting Period was mainly attributable to (i) no further provision for impairment of goodwill is expected to be recognized for the Reporting Period as compared to the provision for impairment of goodwill of HK\$10 million was recognized for the six months ended 30 June 2023; and (ii) the effective implementation of various cost control strategies, especially in our cost of sales and our administrative expenses.

As at the date of this announcement, the Company is still in the process of finalizing the interim results of the Group for the Reporting Period. The figures set out in this announcement are only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the data currently available to the Board, which have not been reviewed by the audit committee and/or the independent auditors of the Company. Accordingly, the actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders and potential investors are advised to refer to the Group's interim results announcement for the Reporting Period, which is expected to be published in 2 August 2024.

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

By order of the Board
Allurefem Holding Limited
Heung Chung Sum
Chairman

Hong Kong, 26 July 2024

As at the date of this announcement, the executive Directors is Mr. Heung Chung Sum; the non-executive Directors are Ms. Heung Joe Yee and Ms. Heung Joe Tung; and the independent non-executive Directors are Dr. Ip Wai Hung, Mr. Ko, Wilson Wai Shun and Mr. Chan Chi Hang.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquires, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the ‘Latest Company Announcements’ page of the GEM website at www.hkgem.com for at least 7 days from the day of its publication. This announcement, will also be published on the Company’s website at www.tongkee.com.hk.