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Shineroad International Holdings Limited

欣融國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1587)

POSITIVE PROFIT ALERT

This announcement is published by Shineroad International 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 Inside Information Provisions 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 is pleased to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the review of the information currently available to the Board for the six months ended 30 June 2021 (the “**Relevant Period**”), the unaudited net profit attributable to Shareholders for the Relevant Period is expected to be not less than RMB24.9 million (representing an increase of not less than 200% as compared with the corresponding period of last year). Such increase was primarily attributable to:-

- (i) the continued recovery of the People’s Republic of China’s (the “**PRC**”) economy in the first half of 2021;
- (ii) the Group steadfastly implementing its business model of being a professional and comprehensive one-stop food ingredients application solutions provider for customers;
- (iii) rapid development of the Group due to a proactive approach to capturing development opportunities, with sales teams established in the newly set up PRC subsidiaries of the Group since 2021 which markedly broadened the geographical coverage of the sales and distribution of products by penetrating the markets in more and farther areas around each of the subsidiaries; and
- (iv) positive development across all the Group’s major business segments.

As at the date of this announcement, the Company is still in the course of finalising its unaudited consolidated interim results for the Relevant Period. The information contained in this announcement is only a preliminary assessment by the Board based on the information currently available and have not been reviewed by the audit committee under the Board and/or audited by the Company's auditor. Therefore, the actual results of the Group may differ from the information contained in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the six months ended 30 June 2021, which is expected to be published before the end of August 2021, for details of the performance of the Group.

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

By order of the Board
Shineroad International Holdings Limited
Huang Haixiao
Chairman

Hong Kong, 13 July 2021

As at the date of this announcement, the executive Directors are Mr. Huang Haixiao, Ms. Huang Xin Rong and Mr. Dai Yihui and the independent non-executive Directors are Mr. Tan Wee Seng, Mr. Chan Ka Kit and Mr. Meng Yuecheng.