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LION ROCK GROUP LIMITED

獅子山集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 1127)

POSITIVE PROFIT ALERT

This announcement is made by Lion Rock Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the “SFO”).

After a preliminary assessment on the unaudited consolidated management accounts of the Group and other information currently available, the board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group is expected to record a profit attributable to owners of the Company of approximately HK\$140 million for the six months period ended 30 June 2022 (the “Period”) as compared with a profit of HK\$41 million for the six months ended 30 June 2021.

The Board considers that such increase was mainly attributable to (i) the acquisition of The Quarto Group, Inc. (“Quarto”) resulting in the consolidation of the results of Quarto in the accounts of the Group starting from 1 April 2022; (ii) a non-recurring fair value gain of approximately HK\$31 million on derecognizing Quarto as associate upon consolidating the assets of Quarto on 1 April 2022; and (iii) the increase in sales turnover caused by the strong demand from our US and UK based customers in the printing segment. Most of the customers in the printing segment place orders earlier in the first half of the year to mitigate potential shipping delays. The Board expects that these customers may order less in the second half of the year as they may have overstocked. The trading environment in the second half of the year will be challenging due to the global economic factors in play.

As the Company is still in the process of finalizing the consolidated results of the Group for the Period, the information contained in this announcement is only a preliminary assessment by the Board and may be subject to adjustments upon further review. Details of the financial information of the Group for the Period are expected to be published in the interim results announcement before the end of August 2022 in compliance with the requirements of the Listing Rules. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

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By order of the Board
Lion Rock Group Limited
Yeung Ka Sing
Chairman

Hong Kong, 18 August 2022

As at the date of this announcement, the board of directors of the Company comprises Mr. Lau Chuk Kin, Ms. Lam Mei Lan and Mr. Chu Chun Wan as executive directors; Mr. Li Hoi David and Mr. Guo Junsheng as non-executive directors; Mr. Yeung Ka Sing, Prof. Lee Hau Leung and Dr. Ng Lai Man, Carmen as independent non-executive directors.

** For identification purpose only*