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INSIDE INFORMATION

POSITIVE PROFIT ALERT

This announcement is made by Momentum Financial Holdings Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and 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 unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the “**Period**”), the Group is expected to record a consolidated net profit for the Period of approximately HK\$17 million, representing a turnaround improvement as compared to a consolidated net loss of approximately HK\$8 million for the corresponding period in 2020. Such anticipated turnaround was mainly attributable to (i) the increase in gross profit by approximately HK\$22 million due to the expansion of the business of cross-border trading of nutrition food and health care products; and (ii) the decrease in administrative expenses and other expenses by approximately HK\$3 million due to the cost saving measures during the Period.

The Company is still in the process of finalising the unaudited interim results of the Group for the Period. The information contained in this announcement is only based on the Board’s assessment of the latest information currently available and the unaudited consolidated management accounts of the Group. Shareholders and potential investors are advised to read carefully the unaudited interim results announcement of the Group for the Period, which is expected to be published on 30 August 2021.

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

By order of the Board
Momentum Financial Holdings Limited
Liu Xin Chen
Executive Director

Hong Kong, 27 August 2021

As at the date of this announcement, the Board comprises three executive directors of the Company, namely, Mr. Ng Hoi, Mr. Liu Xin Chen and Mr. Chu Kin Wang Peleus; and three independent non-executive directors of the Company, namely, Mr. Wong Lap Wai, Mr. Man Wai Lun and Mr. Li Guang Jian.