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CHINA SHUN KE LONG HOLDINGS LIMITED

中國順客隆控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 974)

PROFIT WARNING ANNOUNCEMENT

This announcement is made by China Shun Ke Long 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 in 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 the preliminary assessment of the unaudited consolidated management accounts of the Group made by the management of the Group, it is expected that the Group will record a net loss within the range from RMB9 million to RMB14 million for the six months ended 30 June 2021 (the “**Relevant Period**”) as compared to the net loss of approximately RMB2.378 million for the same period of last year.

Based on the information currently available, the increase in net loss for the Relevant Period was mainly attributed to (i) a year-on-year decline of approximately RMB30.50 million in the Group’s retail sales impacted by online shopping, community group buying and other new retail formats, and a decrease in the demand for anti-pandemic supplies because of the easing of the novel coronavirus disease 2019 (“**COVID-19**”); (ii) a year-on-year rise of approximately RMB1.70 million in the Group’s staff costs during the Relevant Period as the government has cancelled the policy of partial exemption for social insurance premiums for COVID-19 due to the easing of COVID-19; and (iii) a year-on-year increase of approximately RMB2.90 million in the leasing charges of the Group’s retail stores.

The Company is still in the process of finalising the results of the Group for the Relevant Period. The information contained in this announcement is only based on the preliminary review by the Group's management on the unaudited consolidated management accounts of the Group for the Relevant Period and is not based on any figures or information that has been audited or reviewed by the auditor of the Company. Therefore, the Group's actual results for the Relevant Period may be subject to amendments and adjustments where necessary. The results announcement of the Group for the Relevant Period is expected to be published by the Company in late August 2021.

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

By order of the Board
China Shun Ke Long Holdings Limited
Du Xiaoping
Chairman and Executive Director

Hong Kong, 28 July 2021

As at the date of this announcement, the Executive Directors are Mr. Du Xiaoping and Mr. Han Wei; the Non-executive Director is Mr. Wang Fu Lin; and the Independent Non-executive Directors are Mr. Cheng Hok Kai Frederick, Mr. Wang Yilin and Mr. Zou Pingxue.