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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 made by the management of the Group, the Group expects a net loss of approximately RMB39.0 million for the year ended 31 December 2021 (the “**Relevant Period**”) compared to the net loss of approximately RMB16.467 million for the same period last year. However, in view of the current market environment, the management of the Group is assessing whether it is necessary to make further provisions for certain assets. If any further provisions are made, the net loss may increase further.

According to the information currently available, the increase in net loss for the Relevant Period was mainly attributed to (i) a decrease of approximately RMB147 million in operating revenue and a decline of approximately RMB13.25 million in gross profit for the Relevant Period compared to the year ended 31 December 2020 due to the impact of COVID-19 and the new online retail format; and (ii) a rise of approximately RMB10.26 million in operating costs, such as social insurance contributions, rental fees and commodity losses, during the Relevant Period compared to the year ended 31 December 2020.

The Company is still in the process of finalising the full-year 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 full-year results announcement of the Group for the Relevant Period is expected to be published in late March 2022.

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

By order of the Board
China Shun Ke Long Holdings Limited
Qiu Minghao
Company Secretary

Hong Kong, 15 February 2022

As at the date of this announcement, the executive Director is Mr. Han Wei; and the independent non-executive Directors are Mr. Cheng Hok Kai Frederick, Mr. Wang Yilin and Mr. Zou Pingxue.