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福祿控股
Fulu Holdings Limited
福祿控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2101)

PROFIT WARNING

This announcement is made by Fulu Holdings Limited (the “**Company**”, together with its subsidiaries and its consolidated affiliated entities, 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 of the Company (the “**Board**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the existing preliminary review of the Group’s unaudited consolidated management accounts for the year ending December 31, 2024 (the “**Reporting Period**”), it is expected that the Group will record a decrease in profit for the year attributable to the owners of the parent during the Reporting Period compared to the same period of 2023 by approximately 65% to 85%.

The Board is of the view that the decline in performance during the Reporting Period as compared to the same period of 2023 was mainly due to declines in revenue and overall gross profit margin for the Reporting Period attributable to the softening of the overall consumer market and intensified market competition, which in turn affected the profitability level.

As at the date of this announcement, the Company is still in the process of finalizing the consolidated financial information of the Group for the Reporting Period. The information contained in this announcement is only based on the Board’s preliminary assessment with reference to the unaudited consolidated management accounts of the Group for the Reporting Period and information currently available, which has not been audited or reviewed by the auditors and the Audit Committee of the Company and is subject to adjustment.

Shareholders and potential investors of the Company are advised to refer to the annual results announcement of the Company for the Reporting Period, which is expected to be announced before the end of March 2025 in accordance with the Listing Rules, for a detailed understanding of the Group's performance.

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

By order of the Board
Fulu Holdings Limited
Fu Xi
Chairman

Wuhan, Hubei Province, China
March 10, 2025

As of the date of this announcement, the Board comprises Mr. Fu Xi, Mr. Zhang Yuguo and Mr. Zhao Bihao as executive Directors; and Mr. Li Wai Chung, Ms. Wang Yuyun and Mr. Wong Sincere as independent non-executive Directors.