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英皇證券集團有限公司*
Emperor Capital Group Limited

(Incorporated in Bermuda with limited liability)
(Stock Code: 717)

PROFIT ALERT

This announcement is made by Emperor Capital Group Limited (the “**Company**”, together with its subsidiaries, collectively referred to as 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the latest available financial information of the Group, the Group expects to achieve a turnaround and record a net profit of not less than HK\$50 million for the six months ended 31 March 2021 (the “**Period**”), comparing with the net loss of HK\$268 million during the same period last year. Such turnaround was mainly attributable to a significant drop in the net impairment allowances for margin loans, loans and advances (the “**Impairment Allowance**”), after reviewing the accounts portfolio and financial positions of certain clients during the Period. It is estimated that the Impairment Allowance during the Period will decrease significantly by more than 70% over that of the same period last year.

As the Group’s interim results for the Period (“**Interim Results**”) have not yet been finalised, the information contained in this announcement is only based on the information currently available. Publication of the Interim Results announcement is scheduled to be made in late-May 2021.

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

By order of the Board of
Emperor Capital Group Limited
Daisy Yeung
Managing Director

Hong Kong, 4 May 2021

**for identification purpose only*

As at the date of this announcement, the Board comprises:

Executive Directors:

Ms Daisy Yeung
Ms. Choi Suk Hing, Louisa
Ms. Pearl Chan

Independent Non-Executive Directors:

Mr. Chu Kar Wing
Mr. Poon Yan Wai
Ms. Wan Choi Ha