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

POSITIVE PROFIT ALERT

This announcement is made by Emperor Capital Group Limited ("Company", together with its subsidiaries collectively referred to as "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 ("**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 record a net profit of more than HK\$40.0 million for the six months ended 31 March 2023 ("**Period**"), compared to a net loss of HK\$35.0 million for the same period last year. Such turnaround is mainly attributable to a significant reduction of over 70% year-on-year in the Group's net impairment allowance for margin loans and other loans and advances during the Period.

As the Group's unaudited interim results for the Period ("Interim Results") have not yet been finalized, the information contained in this announcement is only based on the information currently available. Publication of the Interim Results is scheduled to be made in late May 2023.

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 Chairperson

Hong Kong, 11 May 2023

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

Executive Directors:

Ms. Daisy Yeung Mr. Wong Chi Fai Ms. Fan Man Seung, Vanessa

Independent Non-Executive Directors: Ms. Wan Choi Ha

Mr. Wong Tak Ming, Gary

Mr. Yu King Tin