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(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 that its net loss for the year ended 30 September 2022 (the "**Year**") will narrow to less than HK\$350 million (2021: HK\$576 million), which is mainly due to a year-on-year reduction of over 30% in the Group's impairment allowance for margin loans and other loans and advances during the Year.

As the Group's audited annual results for the Year (the "**Annual Results**") have not yet been finalized, the information contained in this announcement is only based on the information currently available. Publication of the Annual Results is scheduled to be made in late December 2022.

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, 2 December 2022

^{*} for identification purpose only

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

Executive Directors:

Ms. Daisy Yeung Mr. Wong Chi Fai Ms. Fan Man Seung, Vanessa Ms. Choi Suk Hing, Louisa

Independent Non-Executive Directors:

Mr. Poon Yan Wai Ms. Wan Choi Ha Mr. Wong Tak Ming, Gary