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JF SmartInvest Holdings Ltd

九方智投控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 9636)

POSITIVE PROFIT ALERT

This announcement is made by JF SmartInvest Holdings Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and 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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment by the Company’s management of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 (the “**Reporting Period**”) and the current information available to the Board: during the Reporting Period, (i) the Group is expected to record a net profit attributable to the Shareholders ranging from approximately RMB830 million to RMB870 million while the net loss attributable to the Shareholders was approximately RMB174.2 million for the six months ended June 30, 2024 (the “**Corresponding Period**”); (ii) the Group is expected to record a revenue of approximately RMB2,100 million, with an increase of approximately RMB1,202 million as compared to the Corresponding Period; (iii) the Group expects the gross billing from sales of main products to be approximately RMB1,703 million, with an increase of approximately RMB772 million as compared to the Corresponding Period; and (iv) as the gross billing from sales of the Group’s main products is recognized as revenue over the subscription period, the unrecognized portions of the revenue in the Reporting Period will be recorded as contract liabilities, and will be gradually recognized in the next reporting period. The balance of contract liabilities at the end of the Reporting Period was approximately RMB809 million which will primarily be recognized as revenue in 2025.

The Board believes that the significant improvement in the Group’s financial performance during the Reporting Period is attributable to the fact that (i) certain orders for the Group’s main products generated in the previous reporting period were mainly recognized as revenue during the Reporting Period; (ii) the Company has established a diversified product structure to promote steady revenue growth, and continues to deepen the all-round AI empowerment for its product offerings, business operations and operational management, which not only effectively expanded business scale but also improved profit margins through optimization of operational efficiency; and (iii) the capital market has stabilized and rebounded with active trading and resumed investor confidence, leading to stronger demand for the Company’s products and services, and jointly promoting performance improvement.

As the Company is still in the process of finalizing the interim results of the Group for the Reporting Period, the information contained in this announcement is based only on the current information available to the Board and the preliminary assessment by the Board upon its review of the unaudited consolidated management accounts of the Group, which have not been audited nor reviewed by the Company's independent auditor or the audit committee of the Company. Therefore, the unaudited consolidated interim results of the Group for the Reporting Period are subject to changes and may differ from the information contained in this announcement. The financial results of the Company for the Reporting Period and other operating details of the Group will be disclosed in the interim results announcement of the Company, which is expected to be released before the end of August 2025.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company, and should note that undue reliance on or use of the above information may cause investment risks.

By order of the Board
JF SmartInvest Holdings Ltd
CHEN Wenbin
Chairman of the Board

Hong Kong, China, July 13, 2025

As at the date of this announcement, the executive Directors are Mr. CHEN Wenbin, Mr. CHEN Jigeng and Mr. ZHANG Peihong; the non-executive Directors are Mr. YAN Ming and Ms. CHEN NINGFENG; and the independent non-executive Directors are Dr. ZHAO Guoqing, Mr. FAN Yonghong and Mr. TIAN Shu.