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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 year ended December 31, 2025 (the “**Reporting Period**”) and the current information available to the Board, during the Reporting Period:

- (i) the Group is expected to record a revenue of approximately RMB3,430 million, with an increase of approximately RMB1,124 million as compared to the year ended December 31, 2024 (the “**Corresponding Period**”);
- (ii) the Group expects the gross billing to be approximately RMB3,955 million, with an increase of approximately RMB449 million as compared to the Corresponding Period;
- (iii) the Group is expected to record a Non-HKFRS adjusted profit for the Reporting Period (net of the share-based compensation expenses, the “**Adjusted Net Profit**”) ranging from approximately RMB1,000 million to RMB1,030 million, while the Adjusted Net Profit for the Corresponding Period was approximately RMB351 million. The Group is of the view that the Adjusted Net Profit would better reflect the business operation of the Company, and would facilitate the comparison of operating performance between different periods;
- (iv) the Group is expected to record a net profit attributable to the Shareholders ranging from approximately RMB900 million to RMB930 million, while the net profit attributable to the Shareholders was RMB272 million for the Corresponding Period; and
- (v) 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 billings in the Reporting Period will be recorded as contract liabilities, and will be primarily recognized in the next reporting period on a gradual basis. The balance of contract liabilities at the end of the Reporting Period was approximately RMB1,530 million which will primarily be recognized as revenue in 2026.

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 billings for the Group's main products generated in the previous reporting period were mainly recognized as revenue during the Reporting Period;
- (ii) The Group has established a dimensional product structure to drive steady revenue growth and effectively expand the scale of the overall business. At the same time, it consistently deepened AI-enabled applications across all scenarios including product services, business operations and operational management, effectively extending customer lifecycle and building a high-stickiness service system. Furthermore, the Group has actively explored e-commerce business models and enhanced the operation of integrated media traffic to further broaden customer reach channels and expand user coverage;
- (iii) during the Reporting Period, the Company continued to enhance its product, content and service systems for existing customers. This effort resulted in a continuous improvement of customer satisfaction, increased revenue contribution from existing customers, and improved customer retention, with an over 60% repurchase rate in respect of the gross billing from the sales of the Group's main products for the Reporting Period; and
- (iv) the capital market as a whole was steady and making progress with active trading during the Reporting Period, leading to a continuous growth in demand for the Company's products and services, and jointly facilitating a significant improvement in performance with the abovementioned operational initiatives.

As the Company is still in the process of finalizing the annual 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 annual 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 annual results announcement of the Company, which is expected to be released before the end of March 2026.

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, February 9, 2026

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.