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## **DIFFER GROUP HOLDING COMPANY LIMITED**

### **鼎豐集團控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 6878)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Differ Group Holding Company Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review and analysis of the latest available unaudited management accounts of the Group, the net profit of the Group is expected to increase by 125%-150% for the six months ended 30 June 2021 as compared to the net profit for the corresponding period of 2020. The Group is expected to record a significant increase in net profit during the period mainly due to the i) increase in the revenue generated from the financial related services and ii) gain on disposal of subsidiaries.

The Company is still in the process of finalising the unaudited consolidated financial results for the six months ended 30 June 2021. The information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group and information currently available. It is not based on any data or information that have been audited or reviewed by the auditors of the Company.

Further details of the Group’s financial information and performance for the six months ended 30 June 2021 will be disclosed in the forthcoming interim results announcement to be published by the Company in late August 2021.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

By order of the Board of  
**Differ Group Holding Company Limited**  
**HONG Mingxian**  
*Chairman and Executive Director*

Hong Kong, 22 July 2021

*As at the date of this announcement, the executive Directors are Mr. HONG Mingxian and Mr. NG Chi Chung; the non-executive Directors are Mr. CAI Huatan and Mr. WU Qinghan; and the independent non-executive Directors are Mr. CHAN Sing Nun, Mr. LAM Kit Lam and Mr. CHEN Naike.*