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亞洲金融集團(控股)有限公司\*  
ASIA FINANCIAL HOLDINGS LIMITED  
Incorporated in Bermuda with limited liability

(Stock Code: 662)

## POSITIVE PROFIT ALERT

This announcement is made by Asia Financial Holdings Limited (the “**Company**”, and together with its subsidiaries, 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 (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated financial statements of the Group for the year ended 31st December 2024 (the “**Year**”), the Group is expected to record an increase of over 70% (the “**Profit Increase**”) in its net profit attributable to shareholders of the Company (the “**Profit**”) for the Year as compared to the audited Profit of about HKD346.8 million for the corresponding period in 2023.

Based on the information currently available to the Group, the Profit Increase is mainly attributed to an increase in the realised and unrealised profits of the Group’s investment portfolio as a result of the upturn in the Global equity markets and commendable year-on-year rise in our insurance revenue, which was aided partly by the diversification of our overseas reinsurance activities.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the latest unaudited consolidated financial statements of the Group and other information currently available to the Board, which has not been reviewed by the Audit Committee or audited by the auditor of the Company. As the Company is in the process of finalising the results of the Group for the Year, the actual audited final results of the Group for the year ended 31st December 2024 may differ from the information disclosed in this announcement.

The audited final results announcement of the Company for the year ended 31st December 2024 is expected to be announced by the end of March 2025. Shareholders and potential investors are advised to read the audited final results announcement of the Company when it is published.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Asia Financial Holdings Limited**  
**CHIANG Yuet Wah Connie**  
*Company Secretary*

Hong Kong, 6 March 2025

*As at the date of this announcement, the executive directors of the Company are Mr. CHAN Bernard Charnwut (Chairman & President), Mr. TAN Stephen, Mr. WONG Kok Ho; the non-executive directors are Mr. KAWAUCHI Yuji, Mr. TATEGAMI Susumu; and the independent non-executive directors are Mr. AU YANG Chi Chun Evan, Ms. NGAN Edith Manling and Mr. LI Lu Jen Laurence.*

\* *For identification purpose only*