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**CHINA INTERNET INVESTMENT FINANCE HOLDINGS LIMITED**

**中國互聯網投資金融集團有限公司**

*(Continued into Bermuda with limited liability)*

**(Stock Code: 810)**

**PROFIT ALERT**  
**ESTIMATED REDUCTION IN NET LOSS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

This announcement is made by China Internet Investment Finance Holdings Limited (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 the 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 “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the information currently available to the Board and the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the year ended 31 December 2021, the Group is expected to record a net loss in the range of approximately HK\$8 million to HK\$12 million for the year ended 31 December 2021 as compared to a net loss of approximately HK\$43.9 million for the year ended 31 December 2020. The expected decrease in net loss for the year ended 31 December 2021 was mainly attributable to, among others, the following factors:

1. the net fair value change on financial assets at fair value through profit and loss turned from a loss of about HK\$20.2 million for the year ended 31 December 2020 to a fair value gain in the range of approximately HK\$1.0 million to HK\$1.2 million for the year ended 31 December 2021; and
2. the gain on disposal of fixed assets in the range of approximately HK\$8.5 million to HK\$9.4 million for the year ended 31 December 2021;

The Company is still finalizing the annual results of the Group for the year ended 31 December 2021. The information contained in this announcement is only based on the information currently available to the Board and a preliminary assessment by the Board of the unaudited consolidated management accounts of the Group, which are subject to review by the Company's audit committee and audit by the Company's auditor. Shareholders and potential investors of the Company are advised to refer to the Company's annual results announcement for the year ended 31 December 2021, which is expected to be published before the end of March 2022.

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

By order of the Board  
**China Internet Investment Finance Holdings Limited**  
**Lam Man Chan**  
*Chairman*

Hong Kong, 2 March 2022

*As at the date of this announcement, the executive director of the Company is Mr. Lee Kwok Leung; the non-executive director of the Company is Dr. Lam Man Chan; and the independent non-executive directors of the Company are Dr. Ng Chi Yeung, Simon, Mr. Tam Yuk Sang, Sammy and Ms. Florence Ng.*