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L & A International Holdings Limited

樂亞國際控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8195)

POSITIVE PROFIT ALERT

This announcement is made by L & A International Holdings Limited (the “**Company**” and together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 17.10(2) of the Rules Governing the Listing of Securities on GEM The Stock Exchange of Hong Kong Limited (the “**GEM 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 board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on its preliminary assessment of the unaudited management accounts of the Group and information currently available to the Board, it is expected that the Group’s consolidated net profit attributable to equity holders of the Company for the three months ended 30 June 2021 will have an increment of at least 500% as compared with that for the three months ended 30 June 2020. The Board believes that such increment in the consolidated net profit of the Company is mainly attributable to, among other things, the growth in the Group’s Financial Quotient and Investment Education business, which has shown marked growth as compared with the corresponding three-month period in 2020.

This positive profit alert announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group. The actual unaudited first quarterly results of the Group for the three months ended 30 June 2021 have not yet been finalised and may be subject to further adjustments. Shareholders and potential investors are advised to refer to the details in the announcement of the Company for the first quarterly results for the three months ended 30 June 2021, which is scheduled to be published on 13 August 2021.

Shareholders and potential investors are further advised to exercise caution when dealing in the shares of the Company and, in case of doubt, to seek independent advice from professional or financial advisers.

By order of the Board
L & A International Holdings Limited
Yuen Yu Sum
Chairman and executive Director

Hong Kong, 9 August 2021

As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Yuen Yu Sum (Chairman), Mr. Lau Chun Kavan and Mr. Chan Lap Jin Kevin; one non-executive Director, namely, Mr. Law Wing Chung; and four independent non-executive Directors, namely, Mr. Chung Chin Kwan, Mr. Chan Kim Fai Eddie, Mr. Ng Chi Ho Dennis and Mr. Chung Kwok Pan.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its posting and on the website of the Company at <http://www.lna.com.hk>.