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GOAL FORWARD HOLDINGS LIMITED

展程控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1854)

PROFIT WARNING

This announcement is made by Goal Forward Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 under 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 the directors (the “**Director(s)**”) of the Company wishes to inform the potential investors and shareholders of the Company (the “**Shareholders**”) that, based on a preliminary review on the unaudited consolidated management accounts of the Group for the eleven months ended 28 February 2021 and information currently available to the Board, the Group recorded a loss of approximately HK\$3.6 million for the eleven months ended 28 February 2021 as compared to a loss of approximately HK\$1.2 million before professional fees for transfer of listing for the corresponding period in 2020. The Board considers that the increase in net loss was primarily attributable to lower revenue and gross profit resulted from weakening consumer sentiment, adversity in general catering business environment and the dine in restrictions imposed to the catering sector due to the outbreak of novel coronavirus (COVID-19), which led to lower demand of food supply by the Group. The net loss was partially offset by the government grants received by the Group in the amount of approximately HK\$3.9 million during the period.

The information contained in this announcement is based on the preliminary assessment made by the Board with reference to the latest information currently available and the unaudited consolidated management accounts of the Group for the eleven months ended 28 February 2021, which have not been audited by the Group’s auditor or reviewed by the audit committee of the Company and may be subject to adjustment. The potential investors and the Shareholders are advised to read carefully the annual results announcement of the Group for the year ending 31 March 2021, which is expected to be announced in June 2021.

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

By order of the Board
Goal Forward Holdings Limited
Liu Chi Ching
Chairman and Executive Director

Hong Kong, 16 April 2021

As at the date of this announcement, the Board comprises Mr. Liu Chi Ching and Ms. Wu Shuk Kwan as executive Directors; Mr. Wong Chung Yeung as non-executive Director; and Ms. Li On Lei, Mr. Ng Ki Man and Mr. Lo Siu Kit as independent non-executive Directors.