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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 of directors (the “**Board**”) of the Company (the “**Directors**”) 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 five months ended 31 August 2021 (the “**Current Period**”) and information currently available to the Board, despite a growth in revenue for the Current Period as compared to the five months ended 31 August 2020 (the “**Previous Period**”), the Group recorded a net loss of approximately HK\$1,108,000 for the Current Period as compared to a net profit of approximately HK\$644,000 for the Previous Period. Accordingly, the Group is expected to record a net loss for the six months ended 30 September 2021 as opposed to a net profit of approximately HK\$161,000 for the six months ended 30 September 2020.

The Board considers that the loss-making position for the Current Period was mainly attributable to (i) the non-recurring government grants of approximately HK\$2,000,000 received as part of the Employment Support Scheme in the Previous Period which were absent in the Current Period; and (ii) the increase in administrative expenses due to legal and professional fees of approximately HK\$900,000 incurred in relation to the general offer during the Current Period.

The Company is in the process of preparing the interim results of the Group for the six months ended 30 September 2021 and 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 Current Period, which have not been reviewed by the audit committee of the Company and that the actual results of the Group for the six months ended 30 September 2021 may be different from what is disclosed in this announcement.

Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Group for the six months ended 30 September 2021, which is expected to be announced in November 2021.

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

By order of the Board
Goal Forward Holdings Limited
Hooy Kok Wai
Chairman and Executive Director

Hong Kong, 6 October 2021

As at the date of this announcement, the Board comprises Mr. Hooy Kok Wai, Mr. Liu Chi Ching and Mr. Zhong Xueyong as executive Directors; and Mr. Ng Ki Man, Mr. Leung Sui Chung and Mr. Siu Chun Pong Raymond as independent non-executive Directors.