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Fulu Holdings Limited

福祿控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2101)

VOLUNTARY ANNOUNCEMENT

Reference is made to the section headed “Summary - Recent Development and No Material Adverse Change” of the prospectus of Fulu Holdings Limited (the “**Company**”, together with its subsidiaries and its consolidated affiliated entities, the “**Group**”) dated September 7, 2020, which discloses that in the six months ended June 30, 2020, the revenue of the Group increased by over 20% with improved gross profit margin as compared to the same period in 2019.

The board of directors of the Company (the “**Board**”) would like to inform the shareholders and potential investors of the Company that, based on the current preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2020, as compared with that for the corresponding period in 2019, the non-IFRS measures adjusted profit (adding back listing expenses) is expected to record an increase of approximately 50%. Such expected increase is primarily driven by an increase in revenue from virtual goods-related services and online store operating services, reflecting the growth of our business.

As at the date of this announcement, the Company is still in the process of finalizing its interim results for the six months ended June 30, 2020. The information contained in this announcement is only based on a preliminary assessment by the Board on the information currently available to it, including the consolidated management accounts which have not been audited or reviewed by the Company’s auditors and have not been confirmed by the audit committee of the Board. Shareholders and potential investors of the Company should read the interim report of the Company for the six months ended June 30, 2020 for details of the Group’s financial performance, which is expected to be published before the end of September 2020.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

By order of the Board
Fulu Holdings Limited
Fu Xi
Chairman

Wuhan, Hubei Province, China
September 21, 2020

As of the date of this announcement, the Board comprises Mr. Fu Xi, Mr. Zhang Yuguo, Mr. Shui Yingyu, Mr. Zhao Bihao and Mr. Mao Feng as executive directors; and Mr. Li Wai Chung, Ms. Wang Yuyun and Mr. Wong Sincere as independent non-executive directors.