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中升集團控股有限公司  
**Zhongsheng Group Holdings Limited**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 881)**

**POSITIVE PROFIT ALERT**

This announcement is made by Zhongsheng Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review and analysis of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and the latest available financial information of the Group, the unaudited profit attributable to owners of the parent of the Group for the six months ended 30 June 2021 is expected to increase by not less than 60% as compared to the six months ended 30 June 2020. Such increase was primarily attributable to (1) the increase in new car sales volume particularly for luxury brand new car sales, and the improved gross profit margin from new car sales due to favourable supply and demand conditions. The new car sales volume and luxury brand new car sales volume reached 275,566 units and 161,928 units for the six months ended 30 June 2021, respectively, representing an increase of approximately 40% and 45%, respectively, as compared to the six months ended 30 June 2020; (2) a solid growth in the Group’s after-sales service units and the improved gross profit margin from after-sales services; and (3) the increase in income from the Group’s value-added services which was driven by increased commissions from automobile financing and pre-owned automobile trading business. The trade volume of pre-owned automobile reached 66,735 units for the six months ended 30 June 2021, representing an increase of approximately 64% as compared to the six months ended 30 June 2020.

The information contained in this announcement is only based on the Company's preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and the latest available financial information of the Group, which have not been reviewed by the audit committee of the Company or the Company's auditors and are subject to possible adjustments. Therefore, the actual results of the Group may differ from the information contained in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the six months ended 30 June 2021, which is expected to be published before the end of August 2021, for details of the performance of the Group. Shareholders and potential investors are advised to exercise caution when dealing in the Company's securities.

By order of the Board of  
Zhongsheng Group Holdings Limited  
**HUANG Yi**  
*Chairman*

Hong Kong, 12 July 2021

*As at the date of this announcement, the executive Directors are Mr. Huang Yi, Mr. Li Guoqiang, Mr. Du Qingshan, Mr. Zhang Zhicheng, Mr. Li Guohui and Mr. Tang Xianfeng; the non-executive Directors are Mr. David Alexander Newbigging and Mr. Hsu David; and the independent non-executive Directors are Mr. Shen Jinjun, Mr. Ying Wei, Mr. Chin Siu Wa Alfred and Mr. Li Yanwei.*