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DIFFER GROUP HOLDING COMPANY LIMITED

鼎豐集團控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 6878)

VOLUNTARY ANNOUNCEMENT – BUSINESS UPDATE

The board of directors (the “**Board**”) of Differ Group Holding Company Limited (the “**Company**” together with its subsidiaries, the “**Group**”) would like to update its shareholders and potential investors that it is intending to explore new business opportunities in the potential operation of online e-commerce platform in the automobile industry (the “**New Businesses**”) by conducting research and analysis of the automobile industry, actively exploring the use of blockchain technology, big data analysis and to establish a smart “O2O” (offline to online) automobile sales, trading and financial related services platform to combine traditional offline services with an online e-commerce platform. The Board considered the New Businesses are in line with the Group’s existing business activity of financial related services. The Board will actively seek for potential opportunities in respect of the New Businesses by internal development and/or acquisition and if materialized, the Company will make announcement in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as and when necessary.

REASONS FOR AND BENEFITS OF THE NEW BUSINESSES

The Group is principally engaged in the (i) asset management business (including a) property development and investment and b) distressed assets, equities investment and fund management), (ii) provision of financial related services (including financial lease services, express loan services, consultancy services, guarantee services and the security brokerage services) and (iii) commodity trading business.

The Board has noticed a trend in China where online e-commerce platforms have transformed traditional offline business model into a new online smart business model, not only driving up demand for financial related services, the data generated from the platforms can also help drive revenue from peripheral services. As the Group has many years of experience in providing financial related services in the automobile industry, the Board is of the view that there is sufficient experience and knowledge for the Group to explore the New Businesses as an extension of its existing financial related services, in order to diversify and open up new sources of income for the Group for the benefit of the Company and its shareholders as a whole and to increase potential return to the Company and its shareholders.

The Board wishes to emphasise that the New Businesses may or may not be materialized. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Shares.

By order of the Board of
Differ Group Holding Company Limited
Hong Mingxian
Chairman and Executive Director

Hong Kong, 25 May 2021

As at the date of this announcement, the executive Directors are Mr. HONG Mingxian and Mr. NG Chi Chung; the non-executive Directors are Mr. CAI Huatan and Mr. WU Qinghan; and the independent non-executive Directors are Mr. CHAN Sing Nun, Mr. LAM Kit Lam and Mr. CHEN Naike.