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## **SOUTH CHINA FINANCIAL HOLDINGS LIMITED**

**南華金融控股有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00619)**

### **VOLUNTARY ANNOUNCEMENT**

This announcement is made by South China Financial Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform the shareholders and potential investors of the Company of the latest business strategic initiative and direction of the Group.

The Group believes that there will be vast business opportunities resulting from the speedy development in artificial intelligence (“**AI**”) technologies globally and their transformative potential across industries, which may enhance the effectiveness and efficiency in operations of various business sectors and lighten up lifestyle of human beings to an unprecedented level.

For capturing this modern AI trend, the Group intends to take the advantage of AI for having a breakthrough in its traditional financial service business and expanding its business portfolio by deploying more AI tools and investing in some AI entities for the purposes of not only providing more efficient and comprehensive services, enhancing the customers’ experience, lowering down its operating costs and securing competitive edge but also equipping it to explore new market opportunities which in turn would broaden income streams and achieve business growth and value creation. The board of directors of the Company believes that this initiative is part of the Group’s ongoing commitment to innovation, operational efficiency and long-term sustainable growth.

The Group intends to establish an AI committee to carry out feasibility studies and analysis of the deployment of AI tools and investment in some AI entities as mentioned above.

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

By Order of the Board  
**South China Financial Holdings Limited**  
南華金融控股有限公司  
**Cheung Choi Ngor**  
*Executive Director*

Hong Kong, 17 March 2025

*As at the date of this announcement, the directors of the Company are:*

***Executive Directors***

*Mr. Ng Hung Sang  
Ms. Cheung Choi Ngor  
Ms. Ng Yuk Mui Jessica  
Mr. Ng Yuk Yeung Paul*

***Independent Non-executive Directors***

*Mrs. Tse Wong Siu Yin Elizabeth  
Mr. Tung Woon Cheung Eric  
Ms. Li Yuen Yu Alice*