LONG INVESTMENT CORP

LONG 投資集團

(Incorporated in the Cayman Islands with limited liability)

(Stock Code:2312)

PROFIT WARNING

This announcement is made by Long Investment Corp (the "**Company**", together with its subsidiary, 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 its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 and the information currently available to it, the Board currently expects the Group to record a loss attributable to owners of the Company in the range of approximately HK$50 million to approximately HK$60 million for the six months ended 30 June 2026 as compared to a profit attributable to owners of the Company of HK$1.8 million for the six months ended 30 June 2025.

Based on the information presently available, the Board considers that the expected loss for the period was primarily attributable to the combined effect of the following:

(i) the net fair value loss on the Group's financial assets at fair value through profit or loss, reflecting movements in the market prices of certain listed equity securities held by the Group;

(ii) the revaluation loss on the digital assets held by the Group; and

(iii) the increase in the Group's administrative expenses.

The Board wishes to emphasise that the fair value and revaluation movements referred to above are non-cash in nature. Save as described above, the Board is not presently aware of any other material adverse change in the financial or trading position of the Group as at the date of this announcement.

The information set out in this announcement reflects only the Board's preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 and the information currently available to it. Such information has not been audited or reviewed by the Company's auditor nor reviewed by the audit committee of the Company, and the figures referred to above remain subject to finalisation and may differ from the figures to be disclosed in the interim results of the Group. Shareholders and potential investors are accordingly invited to refer to the interim results announcement of the Company for the six months ended 30 June 2026, which is expected to be published on or before 31 August 2026 in accordance with Rule 13.49(6) of the Listing Rules.

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

For and on behalf of the Board
Long Investment Corp
Cai Wensheng
Chairman

Hong Kong, 14 August 2026

As at the date of this announcement, the board of directors of the Company comprises Mr. Lin Yanjun and Mr. Chiu Tak Wai as executive directors, Mr. Cai Wensheng (Chairman) as non-executive director, Mr. Choi Kam Keung, Mr. Wang Lijie and Ms. Zhang Suining as independent non-executive directors.