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(Incorporated in Bermuda with limited liability)

(Stock Code: 00079)

**ANNOUNCEMENT OF INTERIM RESULTS
FOR THE SIX MONTHS ENDED 30 JUNE 2024**

INTERIM RESULTS

The board of directors (the “Board”) of Century Legend (Holdings) Limited (the “Company”) is hereby to present the unaudited condensed consolidated results of the Company and its subsidiaries (the “Group”) for the six months ended 30 June 2024. The unaudited consolidated results have been reviewed by the Audit Committee of the Company.

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2024

	<i>Notes</i>	Six months ended 30 June	
		2024	2023
		(Unaudited)	(Unaudited)
		HK\$'000	HK\$'000
Revenue	5	23,767	25,425
Cost of sales		(15,556)	(14,579)
Gross profit		8,211	10,846
Other income		559	2,587
Fair value loss on financial assets at fair value through profit or loss		(11,980)	(10,773)
Fair value loss on investment properties		(4,000)	(4,700)
Administrative expenses		(13,998)	(14,968)
Finance costs		(3,757)	(5,232)
Loss before income tax	6	(24,965)	(22,240)
Income tax credit	7	384	–
Loss for the period		(24,581)	(22,240)

* *For identification purpose only*

**CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
(CONTINUED)**

For the six months ended 30 June 2024

	Six months ended 30 June	
	2024	2023
	(Unaudited)	(Unaudited)
<i>Note</i>	HK\$'000	HK\$'000
Other comprehensive income		
<i>Item that will not be reclassified subsequently to profit or loss</i>		
Change in fair value of equity instruments at fair value through comprehensive income	<u>28</u>	<u>611</u>
Other comprehensive income for the period	<u>28</u>	<u>611</u>
Total comprehensive income for the period	<u>(24,553)</u>	<u>(21,629)</u>
Loss for the period attributable to:		
Owners of the Company	(24,079)	(22,324)
Non-controlling interests	<u>(502)</u>	<u>84</u>
	<u>(24,581)</u>	<u>(22,240)</u>
Total comprehensive income for the period attributable to:		
Owners of the Company	(24,051)	(21,713)
Non-controlling interests	<u>(502)</u>	<u>84</u>
	<u>(24,553)</u>	<u>(21,629)</u>
Loss per share attributable to the owners of the Company		
	9	
– Basic	<u>HK (7.38) cents</u>	<u>HK (6.85) cents</u>
– Diluted	<u>HK (7.38) cents</u>	<u>HK (6.85) cents</u>

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2024

	As at 30 June 2024 (Unaudited) <i>HK\$'000</i>	As at 31 December 2023 (Audited) <i>HK\$'000</i>
ASSETS AND LIABILITIES		
Non-current assets		
Property, plant and equipment	221,068	227,209
Investment properties	110,300	114,300
Intangible assets	2,100	2,100
Financial assets at fair value through other comprehensive income	354	807
Deferred tax assets	722	722
	<u>334,544</u>	<u>345,138</u>
Current assets		
Inventories	62	83
Financial assets at fair value through profit or loss	35,599	51,098
Other receivables, deposits and prepayments	9,360	9,728
Amount due from non-controlling interest	10	10
Cash and bank balances	4,216	11,690
	<u>49,247</u>	<u>72,609</u>
Current liabilities		
Trade payables	49	80
Other payables and accruals	5,717	6,184
Amount due to shareholders	15,378	15,378
Contract liabilities	1	124
Lease liabilities	4,799	9,571
Bank borrowings (secured)	120,116	122,114
	<u>146,060</u>	<u>153,451</u>

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION (CONTINUED)*As at 30 June 2024*

	As at 30 June 2024 (Unaudited) HK\$'000	As at 31 December 2023 (Audited) HK\$'000
Net current liabilities	<u>(96,813)</u>	<u>(80,842)</u>
Total assets less current liabilities	<u>237,731</u>	<u>264,296</u>
Non-current liabilities		
Lease liabilities	387	1,796
Bank borrowings (secured)	7,070	7,289
Deferred tax liabilities	<u>2,353</u>	<u>2,737</u>
	<u>9,810</u>	<u>11,822</u>
Net assets	<u>227,921</u>	<u>252,474</u>
EQUITY		
Share capital	65,215	65,215
Reserves	<u>163,092</u>	<u>187,143</u>
Equity attributable to the owners of the Company	228,307	252,358
Non-controlling interests	<u>(386)</u>	<u>116</u>
Total equity	<u>227,921</u>	<u>252,474</u>

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the six months ended 30 June 2024

1. GENERAL INFORMATION

Century Legend (Holdings) Limited (the “Company”) was incorporated as an exempted company with limited liability in Bermuda and its shares are listed on The Stock Exchange of Hong Kong Limited. The Company is principally engaged in investment holding. The principal activities of its subsidiaries are the property investments, operation of a hair salon under the brand name of “Headquarters”, provision of hospitality services in Hong Kong, provision of property related project management service, provision of commercial and personal loans and securities investments.

The condensed consolidated financial statements are unaudited, but have been reviewed by the Audit Committee of the Company. The unaudited condensed consolidated financial statements were approved and authorised for issue by the directors on 29 August 2024.

2. BASIS OF PREPARATION

This unaudited condensed consolidated interim financial statements for the six months ended 30 June 2024 including the explanatory notes (the “Interim Financial information”) have been prepared in accordance with accounting principles generally accepted in Hong Kong and comply with Hong Kong Accounting Standard 34 (“HKAS 34”), Interim Financial Reporting, issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. The Interim Financial information do not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group’s annual financial statements for the year ended 31 December 2023 (the “2023 Annual Financial Statements”) which have been prepared in accordance with Hong Kong Financial Reporting Standards (“HKFRSs”).

The Interim Financial information for the six months ended 30 June 2024 have been prepared on the historical cost basis except for investment properties and certain financial instruments that are measured at fair values.

The Interim Financial information are presented in Hong Kong dollars (“HK\$”), which is the same as the functional currency of the Company.

3. CHANGES IN HKFRSS

Except as described below, the accounting policies and methods of computation used in the condensed consolidated financial statements for the six months ended 30 June 2024 are the same as those set out in the Group's annual financial statements for the year ended 31 December 2023.

In the current interim period, the Group has applied, for the first time, the following amendments to HKFRSs for the preparation of the Group's condensed consolidated financial statements.

Amendments to HKAS 1	Classification of Liabilities as Current or Non-current (the "2020 Amendment")
Amendments to HKAS 1 HK Interpretation 5 (Revised)	Non-current Liabilities with Covenants (the "2022 Amendments") Presentation of Financial Statements – Classification by the Borrower of a Term Loan That Contains a Repayment on Demand Clause
Amendments to HKFRS 16	Lease Liabilities in a Sale and Leaseback

The adoption of the above amendments to HKFRSs in the current period has no material effect on the amounts reported and/or disclosures set out in these unaudited condensed consolidated financial statements.

Other than the above mentioned amendments, the Group has not applied any new standards or interpretation that is not yet effective for the current accounting period.

4. USE OF JUDGEMENTS AND ESTIMATES

In preparing this condensed consolidated interim financial statements, the significant judgements made by the management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those that applied to 2023 Annual Financial Statements.

5. REVENUE AND SEGMENT INFORMATION

The Group has identified its operating segments and prepared segment information based on the regular internal financial information reported to the Group's executive directors for their decisions about resources allocation to the Group's business components and review of these components' performance. The business components in the internal reporting to the executive directors who are the chief operating decision-makers are determined following the Group's major product and service lines. The Group is currently organised into the following six operating segments.

- | | |
|-----------------------------|---|
| Hair styling | – Provision of hair styling and related services and product sales in Hong Kong |
| Hospitality services | – Provision of hospitality services in Hong Kong |
| Property investments | – Investing in commercial and residential properties for rental income potential and for potential capital appreciation in both Macau and Hong Kong |
| Securities investments | – Investing in listed equity securities in Hong Kong and equity-linked investments in Hong Kong |
| Property project management | – Provision of property related project management service |
| Money lending | – Provision of commercial and personal loans in Hong Kong |

5. REVENUE AND SEGMENT INFORMATION (CONTINUED)

(a) Segment revenues and results

The following is an analysis of the Group's revenue and results by reportable segments:

	Segment revenue		Segment results	
	Six months ended 30 June			
	2024	2023	2024	2023
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Hair styling	6,520	8,849	8	434
Hospitality services	14,200	13,505	(547)	1,532
Property investments	1,578	1,516	(6,609)	(7,478)
Securities investments	1,428	1,518	(10,544)	(9,252)
Property project management	–	–	(5)	11
Money lending	41	37	(6)	24
	<u>23,767</u>	<u>25,425</u>	<u>(17,703)</u>	<u>(14,729)</u>
Unallocated other income			424	1,555
Exchange (loss)/gain, net			(2)	915
Corporate staff costs			(3,633)	(3,796)
Other corporate and unallocated expenses			<u>(4,051)</u>	<u>(6,185)</u>
Loss before income tax			<u>(24,965)</u>	<u>(22,240)</u>

Revenue reported above represented revenue generated from external customers.

Segment results represents the profit earned/loss incurred by each segment without allocation of central administration costs. Segment results exclude certain bank interest income, dividend income from financial assets at fair value through other comprehensive income (“FVOCI”) and net exchange loss/gain which arise from assets that are managed on a group basis. Segment results also exclude corporate staff costs and other corporate and unallocated expenses. This is the measure reported to executive directors for the purposes of resource allocation and assessment of segment performance.

5. REVENUE AND SEGMENT INFORMATION (CONTINUED)

(b) Segment assets and liabilities

	As at 30 June 2024 (Unaudited) HK\$'000	As at 31 December 2023 (Audited) HK\$'000
Segment assets		
Hair styling	4,302	4,895
Hospitality services	221,662	226,861
Property investments	115,060	119,555
Securities investments	36,824	52,233
Property project management	15	18
Money lending	2,107	2,255
	<hr/>	<hr/>
Total segment assets	379,970	405,817
Deferred tax assets	722	722
Financial assets at FVOCI	354	807
Short-term bank deposits	–	4,000
Other corporate and unallocated assets	2,745	6,401
	<hr/>	<hr/>
Consolidated total assets	383,791	417,747
Segment liabilities		
Hair styling	4,565	5,863
Hospitality services	31,728	37,517
Property investments	13,476	14,104
Property project management	2	5
Money lending	5	17
	<hr/>	<hr/>
Total segment liabilities	49,776	57,506
Deferred tax liabilities	2,353	2,737
Bank borrowings	86,965	87,895
Other corporate and unallocated liabilities	16,776	17,135
	<hr/>	<hr/>
Consolidated total liabilities	155,870	165,273

For the purposes of monitoring segment performance and allocating resources between segments:

- all assets are allocated to reportable segments other than deferred tax assets, financial assets at FVOCI and short-term bank deposits which are managed on group basis and other corporate and unallocated assets; and
- all liabilities are allocated to reportable segments other than deferred tax liabilities and certain bank borrowings which are managed on group basis, and other corporate and unallocated liabilities.

5. REVENUE AND SEGMENT INFORMATION (CONTINUED)

(c) Other segment information

	Interest income		Finance costs		Additions to specified non-current assets		Depreciation	
	Six months ended 30 June							
	2024	2023	2024	2023	2024	2023	2024	2023
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Hair styling	5	5	84	145	-	6	814	1,277
Hospitality services	3	2	1,025	1,005	60	8,014	5,160	2,804
Property investments	3	1	221	211	-	-	84	82
	11	8	1,330	1,361	60	8,020	6,058	4,163
Unallocated	45	1,353	2,427	3,871	4	9	149	257
Total	56	1,361	3,757	5,232	64	8,029	6,207	4,420

(d) Geographical information

The geographical location of the specified non-current assets (i.e. non-current assets excluding financial assets and deferred tax assets) is based on the physical location of the assets. The geographical location of customers is based on the location at which the services were provided or the goods were delivered.

The following is an analysis of the carrying amount of the specified non-current assets and revenue from external customers, analysed by the geographical location.

	Specified non-current assets		Revenue from external customers	
	As at	As at	Six months ended 30 June	
	30 June	31 December	2024	2023
	2024	2023	(Unaudited)	(Unaudited)
	(Unaudited)	(Audited)	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Hong Kong (place of domicile)	257,081	263,439	22,757	24,543
Macau	76,387	80,170	1,010	882
	333,468	343,609	23,767	25,425

5. REVENUE AND SEGMENT INFORMATION (CONTINUED)

(e) Disaggregation of revenue

In the following table, revenue from contracts with customers is disaggregated by operating segments and timing of revenue recognition. Revenue from other sources are analysed in the table.

	Six months ended 30 June	
	2024 (Unaudited) HK\$'000	2023 (Unaudited) HK\$'000
Revenue from contracts with customers		
Timing of revenue recognition – Over time		
Hair styling services	6,288	8,575
Hospitality services	14,200	13,505
Timing of revenue recognition – At a point in time		
Product sales under hair styling services	232	274
Revenue from other sources		
Rental income	1,578	1,516
Interest income from money lending	41	37
Securities Investments	1,428	1,518
	<u>23,767</u>	<u>25,425</u>

6. LOSS BEFORE INCOME TAX

Loss before income tax is arrived at after charging/(crediting) the following:

	Six months ended 30 June	
	2024 (Unaudited) HK\$'000	2023 (Unaudited) HK\$'000
(a) Finance costs		
Interest charges on bank loans	3,508	4,787
Interest charges on lease liabilities	249	445
	<hr/>	<hr/>
Total finance costs recognised in profit or loss	3,757	5,232
(b) Other items		
Fair value loss on financial assets at fair value through profit or loss	11,980	10,773
Depreciation	6,207	4,420
	<hr/>	<hr/>

7. INCOME TAX CREDIT

No provision for Hong Kong profits tax has been made as the Group did not derive any assessable profit for the six months ended 30 June 2024 and 2023.

The Group has available tax losses as at 31 December 2023 for offsetting against future profits. Deferred tax assets of HK\$4,614,000 have been recognised in respect of tax losses in year 2023. No deferred tax assets have been recognised of the remaining tax losses as the directors consider that it is uncertain that they will crystallize in the foreseeable future.

8. DIVIDENDS

The directors do not recommend the payment of any interim dividend for the six months ended 30 June 2024 (six months ended 30 June 2023 Nil).

9. LOSS PER SHARE ATTRIBUTABLE TO THE OWNERS OF THE COMPANY

The calculation of basic loss per share attributable to the owners of the Company for the period is based on the loss attributable to the Company's owner of HK\$24,079,000 (six months ended 30 June 2023: HK\$22,324,000) and the weighted average of 326,077,423 (six months ended 30 June 2023: 326,077,423) shares in issue during the six-month period.

No adjustment has been made to basic loss per share as the outstanding share options had anti-dilutive effect on the basic loss per share for the period ended 30 June 2024 and 30 June 2023.

10. OTHER RECEIVABLES, DEPOSITS AND PREPAYMENTS

	30 June 2024 (Unaudited) HK\$'000	31 December 2023 (Audited) HK\$'000
Other receivables	1,850	1,868
Prepayments	480	725
Deposits	4,325	4,290
Loan receivables	2,705	2,845
	<u>9,360</u>	<u>9,728</u>

11. TRADE PAYABLES

As at 30 June 2024, the ageing analysis (based on invoice date) of the Group's trade payables is as follows:

	30 June 2024 (Unaudited) HK\$'000	31 December 2023 (Audited) HK\$'000
0-30 days	35	64
31-60 days	13	16
61-90 days	1	–
	<u>49</u>	<u>80</u>

BUSINESS REVIEW

Overall Performance

For the six months ended 30 June 2024, the Group recorded a turnover of HK\$23,767,000, representing a decrease of 6.5% from the corresponding period of last year (1H2023: HK\$25,425,000). The decrease was mainly attributed net of decrease in income from hair styling business and increase in income from hospitality service business. Gross profit for the reporting period was HK\$8,211,000 representing a decrease of 24% from the corresponding period of last year (1H2023: HK\$10,846,000). The decrease was mainly due to decrease in gross profit from hospitality service business.

The Group recorded a net loss of HK\$24,581,000, increased 10.5% from the corresponding period of last year (1H2023: loss of HK\$22,240,000). The increase in net loss was mainly attributed to (i) decrease in gross profit of HK\$2,635,000; (ii) decrease in other income of HK\$2,028,000; (iii) increase in fair value loss on financial assets at fair value through profit or loss of HK\$1,207,000 and (iv) decrease in finance costs of 1,475,000. Before fair value losses on financial assets at fair value through profit or loss and investment properties, the Group incurred net loss of HK\$8,601,000 for the interim period (1H2023: net loss of HK\$6,767,000). The increased net loss derived therefore is attributable to the notable decrease in bank interest income and absence of exchange gain for the interim period compared to that of last year even though the income loss was partly compensated with gain on disposal of a capital asset in the reporting period. The reason for the income loss is substantial pledged bank deposits held in foreign currency was converted to Hong Kong dollar on maturity to repay the bank loan in 2H 2023.

Partly driven by the rebound in the tourism sector, Hong Kong recorded modest growth in 1H2024 with Real GDP grew by 2.7% and 3.3% in 1Q2024 and 2Q2024 respectively over a year earlier. Similarly in Macau, base on the latest Macau Economic Climate Index released GDP likely grew 17.5% in 1H 2024 due to favourable factors such as the growth in visitor arrivals and exports of goods and services. Despite the somewhat improved local economies, the Group continued to strive to survive the challenging conditions marked by uneven recovery from global inflation trends, wage growth, economic fragmentation and further geopolitical escalation with the outbreak of the Israel-Hamas war in addition to the unresolved Russia-Ukraine conflict. Geopolitical risks remained to impact the global economic outlook, influencing growth, inflation, financial markets and supply chains. The unfavourable investment sentiment and volatility in the global and local financial markets had exerted pressure on the Group's financial performances. Fair value loss on securities investment and investment properties in aggregate accounted for about 64% of the loss for the interim period ended 30 June 2024. Alongside the high interest rate environment continued to weigh on the Group's operations with high finance cost incurred notwithstanding part of the bank loan secured on bank deposits was repaid in the latter half of 2023.

Property Investment Business

During the first half of 2024, our properties portfolio in Macau and Hong Kong contributed rental income of HK\$1,578,000 to the Group increased 4% compared to the same period last year. This was mainly attributed to the rental contribution during the interim period from a Macau retail shop which had been vacant since February 2023. There was valuation loss of HK\$4,000,000 on investment properties during the period under review. All investment properties are anticipated to serve as a stable income base to the Group irrespective of the current sluggish leasing market is sluggish. Tenants are discerning as they carefully review their real estate decisions to secure most favourable terms. Landlords are responding by offering attractive rates and leasing package to maintain their competitiveness in the market.

In Macau both rent and asset prices are falling as retail and commercial leasing markets are deteriorating while the investment market is still under pressure due to high interest rates. Amidst the soft business sentiment with limited new expansionary demand and increasing office vacancy rate, the Group managed to renew in July 2024 an office lease with the tenant at the same rental rate as the previous lease but without rent free periods, thus bring up effective rental by about 26%. However a new lease for a retail shop was only secured towards end of 2023 at about 49% reduced rental rate of that before the pandemic crisis. On the other hand, recently the residential leasing market has been bolstered by strong demand for rental properties from expatriate employees whose numbers have increased by 2.3% from the end of 2023 according to Macau statistics. The Group is currently negotiating renewal terms for our Macau residential investment property with tenancy due to expire in October 2024. We expect rental increment whether on a renewed or new lease given mass residential rental value is said to have increased 7.4% in 1H 2024 according to the Macau Residential Index.

Over in Hong Kong the Group disposed two residential investment properties during and subsequent to the interim period ended 30 June 2024. A preliminary sales and purchase agreement was entered into in relation to the disposal of a residential unit in Taikoo Shing for a consideration of HK\$10,680,000 with the benefit of the existing tenancy. The disposal was completed on 19 August 2024. On 20 August 2024, the Group entered into a second preliminary sales and purchase agreement in relation to the disposal of another residential unit in Taikoo Shing for a consideration of HK\$7,380,000 subject to the existing tenancy. Completion is scheduled to take place on or before 1 November 2024.

Strategic review of the Group's property investment portfolio has been undertaken from time to time with a view to maximizing returns to our shareholders. Hong Kong real estate market faced numerous headwinds in the recent year including the weak local economy and continued high interest rates. Residential demand had been dampened with increased borrowing cost and intense competition as well as abundant supply of first hand properties launched by developers often upholding a conservative pricing strategy, thereby both transaction prices and volume in the secondary market have been under downward pressure. Nonetheless the residential property market turned active in March as market sentiment was improved after the cancellation of property cooling measures and relaxation of the LTV ratio. Separately the inflow of Mainland students and talents in the last few quarters underpin the demand for accommodation. As interest rates is regarded a pivotal factor influencing property prices, some industry expert even predicts that should the rate cut be delayed, a potential 5-10% decline in overall property prices throughout the year is possible. In view thereof, the disposal of the two Taikoo Shing residential units at a consideration approximately 28% and 19% respectively over their initial cost of acquisition in 2011 represents a good opportunity for the Group to realise its investment in the subject properties and enhance the financial position of the Group.

Hair Styling Business

For the first half of 2024, the hair styling business segment reported a turnover of HK\$6,520,000 representing a decrease of 26% when compared to the corresponding period last year of which turnover on service income decreased 27% upon resignation of a high taking stylist in August last year and product sales also decreased 15%. Segment net profit for the period is HK\$8,000 decreased about 98% from the corresponding period of last year (1H 2023: HK\$434,000). Given the substantial loss of service income during the interim period, the segment managed to deliver a minimal profit mainly due to (i) decrease in depreciation on right-of-use assets as a result of impairment loss on right-of-use assets provided in last year; (ii) decrease in staff cost.

“Headquarters” is an established brand in the hairdressing industry and the salon is located in a prime location in Central with easy accessibility and has cultivated a premium and loyal clientele with high spending power. Priority will remain to sustain the brand's desirability and to drive customer loyalty by offering services and products of stable and high quality. Meanwhile to make up the loss of service income from resignation of a senior stylist, the management will strenuously seek means to attract and recruit new talents. Challenges are expected but the Group will continue to leverage its business foundation and quality driven business model to strengthen our service capabilities.

Beauty industry is dynamic and ever evolving. Investigating and staying updated on latest fashion trends in the beauty world would help our salon remains relevant and appealing to customers. The Group believes the future of our hair styling business will be defined by a focus on sustainability, personalized experiences through technology, emphasis on holistic beauty and wellness as well as collaboration and partnership with innovative partners. With the aging population and people at large are becoming more conscious of their appearances, the expansion of hair extension and hair piece services with a variety of hair products including those addressing hair loss issue due to age or other external factor presents a window of opportunity to grasp to diversify the segment's income stream and expand the customer base.

Hospitality Service Business

For the period under review, turnover of the hospitality service business segment was HK\$14,200,000 increased 5% compared to the corresponding period last year. The segment recorded net loss of HK\$547,000 instead of segment profit of HK\$1,532,000 for the corresponding period last year. The increase in turnover was mainly attributed to increase in revenue of Sheung Wan guesthouse and Yaumatei hotel. Turnover of both Sheung Wan guesthouse and Yaumatei hotel increased 13% and 17% respectively compared to the corresponding period last year. Average daily rate for Sheung Wan guesthouse and Yaumatei hotel increased 15% and 28% respectively compared to the same period last year while maintaining the high occupancy rate of about 89%. Other than contributing to the segment revenue the overall average daily rate for the period under review increased 8% compared to the corresponding period last year. Segment loss was mainly attributed to the increase in depreciation on right-of-use assets of North Point hostel which is substantially low in the correspondence period last year due to impairment on right-of-use assets in year 2022.

Hong Kong welcomed 21 million tourists in 1H 2024, about 64% jump from last year. Approximately 16.1 million visitors arrived from Mainland China which is about 60% more than in 1H2023. Overnight visitors accounted for 50% of all visitors travelled during the period, but authorities say the number of nights visitors spent per trip in Hong Kong dropped to 3.2 on average, down from 4.9 in 1Q2023. Return of Hong Kong's inbound tourism has not met market expectation despite such a notable increase in the visitor arrivals attributed to the low base effect from the initial reopening of borders in early 2023. Key challenges, including unfavorable currency movements, global economic headwinds, flight capacity and intensified regional competition, continued to impede the recovery pace of Hong Kong's tourism economy.

Rebound tourist arrivals drove hotel occupancy up and Hong Kong's hotel sector is on a recovery trajectory with rising occupancy and average daily rate references to which our hospitality services performances are in line with market performances. Having said that, hotel business still has not fully recovered, it has improved but is still below the pre pandemic level. During the interim period ended 30 June 2024 when hotel performances were gauged on a district level, Yau Ma Tei where one of our operations is located, Mong Kok and Tsim Sha Tsui performed strongly with high occupancy. In terms of categories, the Medium Tariff Hotel which our hotel operations are categorized into, attained 88% occupancy which our occupancy rate is at par with. In a different perspective such high occupancy rate reflected the trend of more budget-conscious inbound visitors.

To boost tourism and the local economy Hong Kong has hosted some great events and conferences over the last few months and more planned. While 1Q got off to a strong start, hotel performances softened at the end of the quarter. For the remaining year, high occupancies may continue but it is uncertain if rates can be pushed up further and still attract the budget conscious traveler. Similar to last year, the strong currency and high interest rates are impacting negatively the recovery of inbound tourism. Going forward, hopefully the opening up of additional international and Mainland source markets coupled with the city's expanded "Mega Events" schedule aiming for Hong Kong to become a magnet for mega events can improve the Group's segment performances.

Securities Investments Business

As at 30 June 2024, the Group had financial assets at fair value through profit or loss of approximately HK\$35,599,000 comprising mainly stocks of a reputable Hong Kong based property investment company and other utilities blue chips. Dividend income and interest income derived from the segment amounted to HK\$1,578,000 in aggregate were recorded in the period under review. The Group recorded fair value loss on financial assets at fair value through profit or loss of HK\$11,980,000 increased 11% compared to the corresponding period last year. Dampened by heightened geopolitical tensions and tempered expectations for US interest rate cuts, the capital market in Hong Kong remained sluggish in 1H2024. Under the influence of liquidity stress, Heng Seng Index once hit a year on year low of 14,794 on 22 January 2024 since then it has recovered to close 1H2024 at 17,718 , up by about 4% from end of 2023. In the remaining year subject to (i) performances of blue chips and (ii) if US Federal Reserve will conduct an interest rate cut cycle in coming September, Hang Seng Index is expected to continue on path of valuation correction. Under the circumstances, Hong Kong stocks which the Group is investing will sanguinely resume their rally following their culminating diminished value, as global interest rates start to come down and more supportive measures in China can lend support to the local financial market and subsequently enhance the Group's

securities investment portfolio. To diversify the securities investment portfolio, during and subsequent to the interim period end, the Group had disposed some utilities blue chips at fair market value and considering technology innovation is an important engine for future economic development, acquired equity shares in a fast growing American technology company with accelerating sales growth and rising profits.

The Group's significant investments (i.e. investments with carrying amount exceeding 5% of the total assets of the Group) held as at 30 June 2024 are as follows:

Company name/(stock code)	No. of shares held	Approximate percentage held to the total issued share capital of the company/ investment %	Investment cost/cost of acquisition HK\$000	Dividend income for the period ended 30 June 2024 HK\$000	Fair value loss for the period ended 30 June 2024 HK\$000	Fair value at 30 June 2024 HK\$000	Approximate percentage of total assets of the Group at 30 June 2024 %
Link Real Estate							
Investment Trust (823)	846,117	0.033%	71,220	1,116	(11,423)	25,680	6.7%

Note 1: Link Real Estate Investment Trust is a Hong Kong-based real estate investment trust (Link REIT). The investment objectives of Link REIT are to deliver sustainable growth and to create long-term value for its unit holders. It invests and manages a diversified portfolio of properties, including retail facilities, car parks, offices and logistics centres spanning from China's tier one cities (Beijing, Shanghai), Greater Bay Area (Hong Kong, Guangzhou and Shenzhen) to Singapore, United Kingdom's London and Australia's Sydney and Melbourne.

Note 2: The Group will hold the investment for dividend income and to reduce the investment when the unit price increases to a reasonable level.

Property Project Management Business

During the period under review, no income was recorded as there was no project completed or in progress due to (i) renovation projects from new home buyers were not secured as the property market was sluggish (ii) and shortage of labour. Segment incurred a loss of HK\$5,000 after the business administrative expenses.

As the economy revives, we strive to revive the business segment by collaborating with local renowned architect/interior designer to explore into new projects.

Other Business Segments

The Group engaged in the money lending business through Century Legend Finance Limited (“CLF”), an indirect wholly-owned subsidiary of the Company, which holds a money lenders license under the Money Lenders Ordinance (Cap 163 of the Laws of Hong Kong) to carry out money lending business in Hong Kong. During the six months ended 30 June 2024, the interest income and operating loss generated in this segment were HK\$41,000 (2023: HK\$37,000) and HK\$6,000 (2022: segment profit HK\$24,000), respectively.

The money lending business recorded three unsecured personal loans. There was no new loan during the period under review. As of current and year ended 31 December 2023, the Group had not incurred any impairment on the outstanding loans receivable.

Management had formulated a fundamental policy to establish its internal control systems. The Group would adopt a prudent approach and conduct regular reviews of the composition of the loans portfolio and lending rates charged to each customer to maximize the return of the money lending business as well as diversify the credit risk.

Corporate Social Responsibility

The Group is always firmly committed to operating as a socially-responsible company across all of its business operations. It has made strenuous effort to perform its obligations as a corporate citizen. It was honoured as a Caring Company by The Hong Kong Council of Social Services for 16 years in succession. It has also received various commendations including Good MPF Employer, Manpower Developer, Social Capital Builder, Hong Kong Green Organisation and Happy Company.

FINANCIAL REVIEW

Liquidity and Financial Resources

As at 30 June 2024, the Group had a cash and bank balance of HK\$4,216,000 and net current liabilities of HK\$96,813,000. The current ratio (calculated as the current assets to the current liabilities) of the Group as at 30 June 2024 was approximately 0.34 (31 December 2023: 0.47).

The sales and purchase of the Group are mainly denominated in Hong Kong dollars. The directors consider the Group’s exposure to fluctuations in exchange rates was minimal.

During the period under review, the Group's certain investment properties were pledged to banks to secure the bank borrowing of approximately HK\$127,186,000, which is denominated in Hong Kong dollars and bearing interest at floating rate. Neither the Company nor the Group had any significant contingent liabilities as at 30 June 2024 (31 December 2023: Nil). The Group had no significant capital commitments as at 30 June 2024 (31 December 2023: Nil). There was no material acquisition during the period under review.

Capital Structure of the Group

During the period under review, the Group had total equity of HK\$227,921,000, fixed rate liability of HK\$5,186,000, floating rate liability of HK\$127,186,000 and interest-free liabilities of HK\$23,498,000, representing 2%, 56% and 10% of the Group's total equity respectively. The gearing ratio (calculated as the total long term loan to the total shareholders' equity) of the Group as at 30 June 2024 was approximately 3% (31 December 2023: 4%).

Interim Dividend

The Directors do not recommend the payment of an interim dividend for the six months ended 30 June 2024.

Employee and Remuneration Policy

For the period ended, the Group employed approximately a total of 48 employees (30 June 2023: 48) with staff costs excluding directors' emoluments amounted to HK\$6,453,000 (30 June 2023: HK\$6,366,000).

The Group's emoluments policies are formulated on the performance of individuals and are competitive to the market. Employee remuneration is reviewed and determined by management annually based on both employees' individual and Group's overall performance. Under the share option scheme of the Company, options may be granted to the directors and employees of the Group to subscribe for the shares of the Company.

OUTLOOK

After the pandemic crisis, the recovery of the world economy is slow which will remain a great challenge to the Hong Kong and Macau economies and our operations in 2024. The Federal interest rate currently at 5.25-5.5% has not been changed since July 2023 and the Fed has not lowered interest rates since March 2020. The high interest environment has affected the economy in a number of ways from curbing consumer spending and stalling business growth to determining the value of the US currency and the performance of financial markets. All

these undesirable side effects have more or less impacted negatively across all our business segments. The Fed's future interest rate decisions will be dependent on incoming data, the evolving outlook and the balance of risks. Recent statistics show that the US inflation rate slowed down and the labour market cooled down, the market expects that the easing cycle might begin soon. Lately on 23 August 2024 the Fed Chair, Jerome H Powell, declared in his speech at the Jackson Hole Economic Symposium that "The time has come for policy to adjust". Power did not specify a timeline or forecast how much Federal leaders were preparing to lower rates. But his remarks came as close as possible to setting forth a cut at Fed's next policy meeting in upcoming September. The interest rate cuts, if materialized, will instantly benefit the Group easing the burden on its high cost of capital. At the same time, consumer and investor confidence will be further improved to support a better outlook of our business prospects.

As a market participant in Hong Kong hospitality service, our business growth hinges on the revival of inbound tourism. Inbound tourism looks set to increase in 2024 and beyond as planned infrastructure and new tourists attractions, such as Kai Tak Sports Park, The East Kowloon Cultural Centre and SKYCITY are expected to support the growth of the hotel sector in the future. In addition, upcoming mega events and proximity to the Greater Bay Area are also expected to buoy Hong Kong's hospitality sector in the coming years in light of the Greater Bay Area opportunity is envisaged as the game changer for business events and general tourism in the region.

Over the past few years, the hospitality market in Hong Kong has experienced significant growth and transformation. The most important trends emerging are for authentic travel experiences, events and more affordable accommodations, including the rising need for business travel on a budget. Stylish and conveniently situated brands with limited services and better rates are becoming increasingly popular. These changes in customer preferences and trends in the market are in our favour considering we are boutique hotel/hostel operators with room capacity 22 rooms minimum to 99 rooms maximum in each of the respective operating locations. Looking forward, it is believed Hong Kong's tourism will still face challenges from economic and geopolitical headwinds. The proposed Hotel Accommodation Tax starting from 1 January 2025 is expected to place additional burden on hotel operators during this recovery phase. Despite these challenges, the Group will continue to explore value-enhancing opportunities including but not limited to moving operations to relatively newer buildings in locations with more preference and/or expanding the hospitality service business outside Hong Kong for instances Mainland China. We aim to improve segment performance, sustain segment growth and to achieve a turnaround in profitability in the near term.

EVENTS AFTER THE REPORTING PERIOD

During the period under review, 2024, a wholly-owned subsidiary of the Company entered into a preliminary sales and purchase agreement in relation to the disposal of a residential unit in Taikoo Shing for a consideration of HK\$10,680,000 with the benefit of the existing tenancy. The disposal was completed on 19 August 2024. The Group is expected to record loss on disposal of HK\$2,220,000. On 20 August 2024, a wholly-owned subsidiary of the Company entered into preliminary sales and purchase agreement in relation to the disposal of another residential unit in Taikoo Shing for a consideration of HK\$7,380,000 subject to tenancy. Completion is scheduled to take place on or before 1 November 2024. The Group intends to apply the net proceeds from the disposal as the Group's general working capital.

PURCHASE, SALES OR REDEMPTION OF LISTED SECURITIES

The Company has not redeemed any of its shares during the period. Neither the Company nor any of its subsidiaries has purchased or sold any of the Company's shares during the period.

CORPORATE GOVERNANCE

Compliance with the Code of Best Practice of the Listing rules

The Company has complied with the Code on Corporate Governance Practices (the "Code") in Appendix 14 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "Listing Rules") during the period under review, save for the deviations set out below.

Under code provision C.2.1, the roles of chairman and chief executive should be separate and should not be performed by the same individual. As at 30 June 2024, Mr. TSANG Chiu Mo Samuel is the Executive Chairman of the Company and no Chief Executive Officer has been appointed. The responsibilities of Chief Executive Officer have been carried out by Mr. TSANG Chiu Mo Samuel. The Board believes that it is in the best interest of the Company and the shareholders as a whole for Mr. TSANG Chiu Mo Samuel, who is knowledgeable in the business of the Group and possesses the essential leadership skills to guide discussions of the Board in an effective manner, to continue to carry out the responsibilities of Chief Executive Officer, which ensures on the effectiveness and efficiency of the decision making process of the Board.

AUDIT COMMITTEE

The Audit Committee has reviewed with management the accounting principles and practices adopted by the Group and discussed risk management, internal controls and financial reporting matters including a review of the unaudited condensed financial statements for the six months ended 30 June 2024 with the directors.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code set out in Appendix 10 of the Listing Rules. Upon enquiry by the Company, all Directors have confirmed that they have complied with the required standards set out in the Model Code throughout the six months ended 30 June 2024.

PUBLICATION OF THE UNAUDITED INTERIM RESULTS AND INTERIM REPORT

This interim results announcement is published on the websites of the Stock Exchange (<https://www.hkexnews.hk>) and the Company (<http://www.clh.com.hk>). The interim report of the Company for the period ended 30 June 2024 will be dispatched to the shareholders of the Company and will be available on the aforesaid websites in due course.

By Order of the Board
Century Legend (Holdings) Limited
CHU MING TAK EVANS TANIA
Executive Director

Hong Kong, 29 August 2024

As at the date hereof, the board of directors of the Company comprises of seven directors, of which three are executive directors, namely Mr. Tsang Chiu Mo Samuel, Ms. Tsang Chiu Yuen Sylvia and Ms. Chu Ming Tak Evans Tania; and four are independent non-executive directors, namely Mr. Hui Yan Kit, Mr. Lau Pui Wing, Ms. Ho Ting Mei and Mr. Wu BinQuan.