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Lerado Financial Group Company Limited

隆成金融集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1225)

DISCLOSEABLE TRANSACTION IN RELATION TO DISPOSAL OF LISTED SECURITIES

THE DISPOSAL

The Board wishes to announce that on 27 March 2025 and 17 April 2025, the Company disposed on the open market a total of 5,143,437 China 33 Media Shares at an aggregate consideration of approximately HK\$3.2 million (exclusive of transaction costs) at an average price of approximately HK\$0.62 per China 33 Media Share.

As a result of the Disposal, the Group expects to realise a gain of approximately HK\$1.6 million, being the difference between the aggregate consideration for the Disposal and the aggregate costs of the China 33 Media Shares sold.

As the Disposal was made through the open market, the Company is not aware of the identities of the buyers of the China 33 Media Shares. To the best knowledge, information and belief of the Directors having made all reasonable enquiries, the buyers of the China 33 Media Shares and their respective ultimate beneficial owners are Independent Third Parties.

THE LISTING RULES IMPLICATIONS

One or more than one of the applicable percentage ratios for the Disposal, is more than 5% and below 25%. As such, the Disposal, on an aggregated basis since 27 March 2025 up to and including 17 April 2025, constitutes a discloseable transaction of the Company and is therefore subject to the notification and announcement requirements but exempt from the Shareholders' approval requirement pursuant to Chapter 14 of the Listing Rules.

THE DISPOSAL

The Board wishes to announce that on 27 March 2025 and 17 April 2025, the Company disposed on the open market a total of 5,143,437 China 33 Media Shares at an aggregate consideration of approximately HK\$3.2 million (exclusive of transaction costs) at an average price of approximately HK\$0.62 per China 33 Media Share.

As a result of the Disposal, the Group expects to realise a gain of approximately HK\$1.6 million, being the difference between the aggregate consideration for the Disposal and the aggregate costs of the China 33 Media Shares sold.

As the Disposal was made through the open market, the Company is not aware of the identities of the buyers of the China 33 Media Shares. To the best knowledge, information and belief of the Directors having made all reasonable enquiries, the buyers of the China 33 Media Shares and their respective ultimate beneficial owners are Independent Third Parties.

Assets disposed

The China 33 Media Shares disposed of by the Group represented approximately 4.8% of the total issued share capital of China 33 Media as at the date of this announcement. Upon the completion of the Disposal, the Group will not hold any China 33 Media Shares.

REASONS FOR AND BENEFITS OF THE DISPOSAL

Based on the recent market prices of the China 33 Media Shares, the Directors are of the view that the Disposal represented an opportunity to realise the Group's investments in the China 33 Media Shares so as to enhance the cash flow of the Group.

As a result of the Disposal, the Group expects to realise a gain of approximately HK\$1.6 million, being the difference between the aggregate consideration for the Disposal and the aggregate costs of the China 33 Media Shares sold. The Directors intend to use the net proceeds from the Disposal as general working capital of the Group.

As the Disposal was made at market price, the Directors are of the view that the Disposal was fair and reasonable, on normal commercial terms and in the interests of the Company and the Shareholders as a whole.

INFORMATION ON CHINA 33 MEDIA

China 33 Media is a company incorporated in Cayman Islands and its shares are listed on the Stock Exchange (stock code: 8087). It is principally engaged in the provision of outdoor and digital advertising services and prepaid card business. The following audited financial information is extracted from the annual reports of China 33 Media for the years ended 31 December 2023 and 2024:

	Year Ended 31 December	
	2023	2024
	<i>RMB'000</i>	<i>RMB'000</i>
Revenue	34,608	35,446
Loss before tax	(55,726)	(24,068)
Loss after tax	(55,726)	(24,068)
Net assets	<u>34,392</u>	<u>30,370</u>

LISTING RULES IMPLICATIONS

As one or more than one of the applicable percentage ratios for the Disposal is more than 5% and below 25%. As such, the Disposal, on an aggregated basis since 27 March 2025 up to and including 17 April 2025, constitutes a discloseable transaction of the Company and is therefore subject to the notification and announcement requirements but exempt from the Shareholders' approval requirement pursuant to Chapter 14 of the Listing Rules.

DEFINITIONS

In this announcement, unless the context requires otherwise, the following terms shall have the same following meanings as set out below:

“Board”	the board of Directors
“China 33 Media”	China 33 Media Group Limited, a company incorporated in the Cayman Islands, the shares of which are listed on GEM of the Stock Exchange (stock code: 8087)
“China 33 Media Shares”	ordinary shares of China 33 Media
“Company”	Lerado Financial Group Company Limited, a company incorporated in Bermuda, the shares of which are listed on the Main Board of the Stock Exchange
“Director(s)”	the director(s) of the Company
“discloseable transaction”	as defined in the Listing Rules

“Disposal”	the disposal by the Group through a series of transactions on the open market of an aggregate of 5,143,437 China 33 Media Shares conducted on 27 March 2025 and 17 April 2025 at an aggregate consideration of approximately HK\$3.2 million (exclusive of transaction costs)
“GEM”	GEM operated by the Stock Exchange
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	The Hong Kong Special Administrative Region of the PRC
“Independent Third Parties”	the independent third party who is, to the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, independent of and not connected with the Company and the connected person(s) of the Company
“Listing Rules”	Rules Governing the Listing of Securities on the Stock Exchange
“percentage ratios”	as defined in Rule 14.07 of the Listing Rules
“PRC”	People’s Republic of China
“RMB”	Renminbi, the lawful currency of the PRC
“Shareholders”	Shareholder(s) of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“%”	per cent

By Order of the Board
Lerado Financial Group Company Limited
MAN Yun Wah
Company Secretary

Hong Kong, 17 April 2025

As at the date of this announcement, the executive directors of the Company are Mr. CHEN Chun Chieh, Ms. HO Kuan Lai and Mr. LEUNG Kam Por Ken; and the independent non-executive directors of the Company are Mr. YU Tat Chi Michael, Mr. YANG Haihui and Mr. LAM Williamson.