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**PHOENITRON**  
**PHOENITRON HOLDINGS LIMITED**

**品創控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 8066)**

**PROFIT WARNING**

This announcement is made pursuant to Rule 17.10(2)(a) of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of Phoenitron Holdings Limited (the “**Company**” and together with its subsidiaries, collectively the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the three months ended 31 March 2018 (the “**Current Period**”) which have not been audited by the auditors of the Company nor reviewed by the audit committee of the Board, the Group is expected to record a net loss attributable to owners of the Company of approximately HKD8.4 million for the Current Period as compared to a net loss attributable to owners of the Company of about HKD2.4 million for the corresponding period in 2017.

Based on the information available to the Company immediately preceding the publication of this announcement, the Board believes that the increased loss is mainly attributable to the combined effects of (1) an one-off share-based payments expense with a fair value of about HK\$3.3 million was recognised to accounts for the share options granted to the Directors and certain employees of the Group during the Current Period; (2) the reduction of profit for the overseas SIM card segment year-on-year basis by about HKD2.9 million (it’s expected that the performance of this segment will pick up again since April 2018); and (3) the reduced losses for other business segments for a total of about HKD0.2 million.

The information contained in this announcement is only based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the Current Period and the information currently available to the Company. The Company is still in the course of finalising such accounts, which are yet to be confirmed. The unaudited consolidated quarterly results of the Group for the Current Period are expected to be announced on 9 May 2018.

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

By Order of the Board  
**Phoenitron Holdings Limited**  
**Chang Wei Wen**  
*Director*

Hong Kong, 7 May 2018

*As at the date of this announcement, the Board comprises three executive Directors, Ms. Lily Wu (Chairman and Chief Executive Officer), Mr. Chang Wei Wen and Mr. Yang Meng Hsiu, and three independent non-executive Directors, Ms. Wong Ka Wai, Jeanne, Mr. Leung Ka Kui, Johnny and Mr. Chan Siu Wing, Raymond.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive and there are no other matters the omission of which would make any statement in this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the GEM website ([www.hkgem.com](http://www.hkgem.com)) for at least 7 days from its date of posting and the Company’s website at [www.phoenitron.com](http://www.phoenitron.com).*