# Sino Splendid Holdings Limited
# 中國華泰瑞銀控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*
**(Stock Code: 8006)**

## PROFIT WARNING

This announcement is made by Sino Splendid Holdings Limited (the "**Company**", together with its subsidiaries, collectively, the "**Group**") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**") and Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group, the Group is expected to record a decrease of revenue by approximately 59.2% to approximately HK$26.7 million for the nine months ended 30 September 2020 (the "**2020 Third Quarterly Period**") from approximately HK$65.4 million for the nine months ended 30 September 2019 (the "**2019 Third Quarterly Period**") and the Group anticipates to record a net loss of approximately HK$11.1 million for the 2020 Third Quarterly Period as compared to a net loss of approximately HK$5.8 million for the 2019 Third Quarterly Period, representing an increase in net loss of approximately HK$5.3 million.

COVID 19 has decimated global cross border tourism since it was declared a pandemic in early March 2020 which in turn is having a continuing negative impact on the exhibition and publication activities within the travel media business of the Group. Air travel has come to stand still while hotels worldwide suffered significant drop in occupancy resulting in closure of some properties. Many travel agencies closed their operations and other travel businesses such as cruises and car rental companies were badly affected, causing huge losses of jobs and major retrenchment of staff in the travel and tourism sector. Since then, some destinations have tried to establish travel bubbles and green lanes but with limited success in reviving international travel as cross-border travel restrictions are still in place. Online media channels and special projects such as advertorials and sponsored posts continue to bring in some advertising revenue to the Group. Nevertheless, the Group's travel media business, being the largest segment of the Group, recorded a decrease of revenue by approximately 75.5% to approximately HK$2.5 million for the 2020 Third Quarterly Period from approximately HK$10.2 million for the 2019 Third Quarterly Period.

The Company is in the process of finalizing the results of the Group for the 2020 Third Quarterly Period. The information contained in this announcement is only based on a preliminary assessment of the preliminary unaudited consolidated management accounts of the Group for the 2020 Third Quarterly Period which is subject to the review of audit committee of the Company and the approval of the Board.

Further details of the Group's financial results and performance of the 2020 Third Quarterly Period will be disclosed in the 2020 Third Quarterly Period results announcement of the Company which is expected to be published in around mid-November 2020.

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

By Order of the Board
**Sino Splendid Holdings Limited**
**Chow Chi Wa**
*Executive Director*

Hong Kong, 30 October 2020

*As at the date of this announcement, the Board comprises Mr. Chow Chi Wa, Mr. Wang Tao and Mr. Yang Xingan as executive Directors; Ms. Yang Shuyan, Ms. Wang Qingling and Ms. Lee Yim Wah as independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, 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 herein or this announcement misleading.*

*This announcement will remain on the GEM website at www.hkgem.com on the "Latest Company Announcements" page for at least 7 days from the date of its posting and on the website of the Company at www.sinosplendid.com.*