

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CHINA TRENDS HOLDINGS LIMITED
中國趨勢控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8171)

QUARTERLY UPDATE ON SUSPENSION OF TRADING

This announcement is made by **China Trends Holdings Limited** (the “**Company**”, together with its subsidiaries, the “**Group**”), pursuant to Rule 17.26A of the Rules Governing the Listing of Securities on the GEM (the “**GEM Listing Rules**”) operated by **The Stock Exchange of Hong Kong Limited** (the “**Stock Exchange**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcements of the Company dated 10 June 2019, 14 June 2019, 4 July 2019, 23 August 2019, 14 November 2019, 21 November 2019, 4 December 2019 and 10 March 2020 in relation to, inter alia, the decision of the Stock Exchange to suspend trading in the shares of the Company under Rule 9.04 of the GEM Listing Rules, the announcement of the Company dated 5 May 2020 in relation to the resumption guidance, the announcements of the Company dated 17 May 2020, 6 October 2020 and 8 December 2020 in relation to the application for leave to judicial review, the announcements of the Company dated 18 April 2021 and 27 April 2021 in relation to the delisting decision, and the announcements of the Company dated 10 June 2020, 12 June 2020, 10 September 2020, 10 December 2020 and 10 March 2021 in relation to the quarterly update (collectively, the “**Announcements**”). Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

RECENT DEVELOPMENT

The Group is principally engaged in (i) trading of electronic technology and related products, and (ii) media and e-commerce and media advertising services.

As stated in the announcement of the Company dated 31 December 2020, the Company lodged an appeal (the “**Appeal**”, Appeal No. CACV 652/2020) against the Judgement of the Judicial Review in the High Court of Hong Kong according to Order 59 of the Rules of the High Court, Cap. 4A of the Laws of Hong Kong. The grounds for the Appeal include but not limited to: GEM Listing Review Committee’s Decision being irrational and unreasonable due to wrong test applied, procedural unfairness, and inadequate reasons, any deference impermissible on matters of law.

The Appeal was heard by the High Court of Appeal at 10:00 am. on 29 April 2021 by way of the video conference. Currently it is waiting for The High Court’s ruling.

On 16 April 2021, the Company received a letter from the Stock Exchange, which stated that the GEM Listing Committee of the Stock Exchange decided to cancel the listing of the Company’s shares under GEM Listing Rule 9.14A and/or Rule 9.14 (the “**Delisting Decision**”). The Company puzzles that the GEM Listing Committee has made the Delisting Decision directly before Court of Appeal of the High Court makes a ruling.

On 27 April 2021, the Company submitted to the Stock Exchange a request for a review of the Delisting Decision by the GEM Listing Review Committee pursuant to Rule 4.06(2) of the GEM Listing Rules.

The Group has also endeavored to seek potential investment opportunities, including but not limited to participate restructuring other listed companies. The Company will make further announcement(s) on the progress of the resumption as and when appropriate.

Financial information

For the three months ended 31 March 2021, the Group recorded a revenue of approximately HK\$43,012,000 (2020: HK\$40,324,000), representing an increase of approximately 6.66% as compared to that of previous period.

Loss attributable to owners of the Company for the three months ended 31 March 2021 was approximately HK\$3,455,000 (2020: HK\$1,420,000).

The adjusted net loss for the period ended 31 March 2021 was approximately HK\$565,000 after deducting non-recurring expenses, derived mainly from the litigation fee against Asia Television Limited (“**ATV**”) and litigation fee against judicial review for listing status resumption, as compared to the adjusted net profit of approximately HK\$346,000 of previous period after deducting non-recurring expenses derived mainly from the litigation fee against ATV and litigation fee against judicial review for listing status resumption.

Business development

The trading business of the Group has been developing steadily in the past 10 years and expect to have better development in the following 10 years. Despite the adverse impact from the global epidemic, the continuous Sino-US Trade War, and the decision of the Stock Exchange to place the Company into the delisting stage, the Group still improved on its performance compared to the same period last year, which fully demonstrated the growth of the Group's trading business.

The Group will continue to develop media and e-commerce and media advertising business in Mainland China. On 1 May 2021, the Company's subsidiary **Boss Dream (China) Co., Ltd. ("Boss China")** signed "WeChat Mall Supplier Cooperation Agreement" with the **Shenzhen Branch of China Postal Express & Logistics Company Limited ("China Post Shenzhen Company")**, a large state-owned enterprise in China. The main cooperation content is as follows:

1. China Post Shenzhen Company sets "Wealth Storm" selling special zone and puts the products provided by Boss China on the platform of China Post Shenzhen Company's EMS WeChat Mall platform ("**EMS Platform**") for promotion and selling.
2. "Wealth Storm EMS Mall Gift Vouchers" provided by China Post Shenzhen Company can be used in the "Wealth Storm" selling special zone of the WeChat Mall sales area of the EMS Platform.
3. Boss China will print physical gift vouchers of the "Wealth Storm EMS Mall Gift Vouchers" for promotion. The physical gift vouchers contained the information of the "Wealth Storm" selling special zone of the EMS Platform.
4. The cooperation period is from 1 May 2021 to 30 April 2022, and it can be automatically extended if without further signing separate agreement by two parties if there is no objection.

The Directors wish to emphasize that notwithstanding the suspension of trading of the Company's shares, the Company has complied, and will continue to comply with its continuing obligations under the GEM Listing Rules, including but not limited to the rules applying to notifiable transactions and/or connected transactions, the publication of periodic financial results and reports, and the inside information required to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company have been suspended since 9:00 a.m. on 11 March 2020 and will remain suspended until the Company fulfills the Resumption Guidance.

By order of the Board
China Trends Holdings Limited
Xiang Xin
Chairman and Chief Executive Officer

Hong Kong, 10 June 2021

As at the date of this announcement, the executive Director of the Company is Mr. Xiang Xin (Chairman); the non-executive Director of the Company is Mr. Chan Cheong Yee; the independent non-executive Directors of the Company are Mr. Wong Chung Kin, Quentin, Ms. Qin Han and Mr. Chen Yicheng. Ms. Kung Ching is an alternate director to Mr. Xiang Xin.

This announcement, for which the Directors collectively and individually accept full responsibilities, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM for the purpose of giving information with regards to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material aspects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumption that are fair and reasonable.

This announcement will remain on GEM website on the “Latest Listed Company Announcements” page for at least 7 days from the date of its posting and the Company website at www.8171.com.hk.