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OOH Holdings Limited
奧傳思維控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8091)

POSITIVE PROFIT ALERT

This announcement is made by OOH Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) 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 (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that based on the latest review of the unaudited management accounts (the “**Latest Management Accounts**”) of the Group for the nine months period ended 31 December 2021 (“**9M2022**”), the Group is expected to record a net profit of approximately HK\$2.9 million for 9M2022 as compared to a net loss of approximately HK\$3.2 million for the nine months period ended 31 December 2020 (“**9M2021**”).

The expected turnaround from a net loss for 9M2021 to a net profit for 9M2022 was mainly attributable to:

1. the increase of revenue generated from minibus advertising during 9M2022 as compared to that of 9M2021 due to the increase of revenue generated from both direct and agency clients, which the Directors believed was attributable to the improved market sentiments;
2. the increase of revenue generated from taxi advertising during 9M2022 as compared to that of 9M2021 mainly due to the increase of the revenue generated by direct clients, which the Directors believed was attributable to the improved market sentiments, and governmental tender projects; and
3. the increase in gross profit margin of minibus advertising mainly due to the concessions on licence fee granted by the minibus operators by virtue of the outbreak of COVID-19.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the Latest Management Accounts and the information currently available to the Company. Such information has not been reviewed or confirmed by the auditor or the audit committee of the Company. Further details of the Group's performance will be disclosed in the third quarterly results announcement of the Company for 9M2022, which is expected to be published on 7 February 2022.

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

By Order of the Board of
OOH Holdings Limited
CHAU Wai Chu Irene
Chairlady and Chief Executive Officer

Hong Kong, 24 January 2022

As at the date of this announcement, the Directors are:

Executive Directors

Ms. CHAU Wai Chu Irene (*Chairlady and Chief Executive Officer*)

Mr. LEAN Chun Wai

Non-Executive Director

Mr. DA SILVA Antonio Marcus

Independent Non-Executive Directors

Mr. LAM Yau Fung Curt

Ms. SUEN Wan Nei Winnie

Ms. LAM Hiu Ying

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 "Latest Listed Company Information" page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting. This announcement will also be published on the website of the Company at www.ooh.com.hk.