

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.

Orange Tour Cultural Holding Limited
旅橙文化控股有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8627

PROFIT WARNING

This announcement is made by Orange Tour Cultural Holding Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities (the “**GEM Listing Rules**”) on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM**”) and the Inside Information Provisions (as defined under 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 would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group (the “**Management Accounts**”) for the year ended 31 December 2022 and other information currently available to the Board, the Group expects to record a net loss of not more than RMB4.0 million for the year ended 31 December 2022 as compared with a net loss of approximately RMB0.8 million for the year ended 31 December 2021.

The Board considers that the net loss was primarily attributable to a significant decrease in revenue for the year ended 31 December 2022 as comparing with the same period in 2021 as a result of the repeated sporadic outbreak of the COVID-19 pandemic (the “**Epidemic**”) for the year ended 31 December 2022 which has greater impact than that of the previous years. The frequent implementation of control measures has discouraged clients to spend their budgets in the marketing and promotion activities especially there was a large wave of the outbreak of Epidemic with a number of infected cases in the first and last quarter of 2022 which resulted in a city-wide lockdowns near the Yangtze River Delta region. As such, the number of projects undertaken by the Group during the year ended 31 December 2022 has been decreased as a result of the cancellation or delay of the projects. For the delayed projects, it is expected to be completed in the first quarter of 2023.

As the Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2022, the information contained in this announcement is based on the preliminary assessment made by the Board with reference to the information currently available and the Management Accounts of the Group for the year ended 31 December 2022, which have not been audited or reviewed by the Group's auditor and audit committee and may be subject to adjustment. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company, which is expected to be published in late March 2023.

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

By order of the Board
Orange Tour Cultural Holding Limited
Zhou Yang
Chairman and Executive Director

Hong Kong, 13 March 2023

As at the date of this announcement, the Board comprises Mr. Zhou Yang and Ms. Song Ruiqing as executive Directors; and Mr. Ho Yau Kwok, Mr. Wong Kin Yip and Mr. Yip Koon Shing as independent non-executive Directors.

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 the GEM of The Stock Exchange of Hong Kong Limited 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 website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and will be published on the Company's website at www.otch.com.cn.