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Max Sight Photo 名仕快相

Max Sight Group Holdings Limited

名仕快相集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8483)

POSITIVE PROFIT ALERT

This announcement is made by the board of directors (the “**Board**”) of Max Sight Group Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (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 wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available to the Board and a preliminary review of the unaudited consolidated financial statements of the Group for the six months ended 30 June 2023 (the “**2023 Interim Management Accounts**”), the Group is expected to record net profit after tax of not less than approximately HK\$3.7 million as compared to the net loss after tax of approximately HK\$7.0 million for the six months ended 30 June 2022 primarily attributable to (i) the increase in revenue to not less than approximately HK\$39.4 million for the six months ended 30 June 2023 from approximately HK\$11.5 million for the six months ended 30 June 2022, thus the increase in gross profit of approximately HK\$13.6 million to gross profit of approximately HK\$13.1 million for the six months ended 30 June 2023 from gross loss of approximately HK\$0.5 million from the six months ended 30 June 2022; partially offset by (ii) the decrease in other income of approximately HK\$1.9 million mainly due to the decrease in net gains on early termination of lease. Such significant increase in revenue and gross profit was mainly due to the increase in revenue from photography services business as a result of the relaxation of certain social distancing measures and immigration control policies at the end of 2022 which lead a substantial demand on the photography services business in Hong Kong.

The Group is still in the process of finalizing the 2023 Interim Management Accounts. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the 2023 Interim Management Accounts and other information currently available to the Group which have not been audited or reviewed by the auditor and audit committee of the Group. Further details of the Group’s financial information and performance will be disclosed in the interim results announcement of the Group for the six months ended 30 June 2023, which is expected to be released on or before 4 August 2023.

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

By order of the Board
Max Sight Group Holdings Limited
Chan Wing Chai, Jamson
Chairman and Executive Director

Hong Kong, 26 July 2023

As at the date of this announcement, the executive directors are Mr. Chan Wing Chai, Jamson, Mr. Chan Tien Kay, Timmy and Dr. Chan Wing Lok, Brian; the non-executive director is Mr. Riccardo Costi; and the independent non-executive directors are Mr. Ngai James, Mr. Hui Chi Kwan and Mr. Kwok Tsun Wa.

This announcement, for which the directors 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 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 Stock Exchange of Hong Kong Limited website at www.hkexnews.hk for a minimum period of 7 days from the date of publication and on the website of the Company at www.maxsightgroup.com.