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)

PROFIT WARNING

This announcement is made by Max Sight Group Holdings Limited (the "**Company**" and 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 (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 the shareholders of the Company (the "**Shareholders**") and potential investors that based on the information currently available to the Board, including the unaudited consolidated financial statements of the Group for the six months ended 30 June 2024 (the "**2024 Interim Management Accounts**"), the Group is expected to record a net profit after tax of not less than approximately HK$0.2 million as compared to the net profit after tax of approximately HK$3.7 million for the six months ended 30 June 2023 primarily attributable to (i) the decrease in revenue to not less than approximately HK$34.5 million for the six months ended 30 June 2024 from approximately HK$39.5 million for the six months ended 30 June 2023, thus resulting in a decrease in gross profit to not less than approximately HK$10.8 million for the six months ended 30 June 2024 from approximately HK$13.0 million for the six months ended 30 June 2023; and (ii) the increase in administrative expenses of approximately HK$0.85 million primarily due to the increase in staff cost. The decrease in revenue and gross profit was mainly due to the decrease in revenue from photography services business, as the demand of ID photo for updating travel documents have slowed down as compared to the period during the six months ended 30 June 2023 shortly after the relaxation of immigration control policies.

The Group is still in the process of finalising the 2024 Interim Management Accounts. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the 2024 Interim Management Accounts and other information currently available to the Group which have not been reviewed by the audit committee or the auditor of the Company. 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 2024, which is expected to be released on 9 August 2024.

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, 31 July 2024

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.