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GAMEONE HOLDINGS LIMITED

智傲控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8282)

PROFIT WARNING — REDUCTION IN LOSS

This announcement is made by Gameone Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Future 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 (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review on the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (“**FY2024**”) and assessment of the latest information currently available to the Board, the Group is expected to record a net loss for FY2024 ranging from approximately HK\$1.4 million to approximately HK\$2.0 million, as compared with a net loss recorded of approximately HK\$33.0 million for the same period in 2023. The decrease in the expected net loss is mainly attributable to (i) an increase in the gross profit margin; (ii) a decrease in the advertising expenses; and (iii) a decrease in the administrative expenses resulting from the decrease in staff costs and office supplies expenses.

This announcement is made solely on the basis of the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group for FY2024 and the latest information currently available to the Board. Such consolidated management accounts have not been audited or reviewed by the Company’s auditor or reviewed by the audit committee of the Company and are subject to finalization and adjustments. Further details of the Group’s performance of FY2024 will be provided in an announcement of the annual results of the Group, which is expected to be published by the end of March 2025. The Shareholders and potential investors of the Company are advised to read carefully the said annual results announcement of the Company when it is published in accordance with the GEM Listing Rules.

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

By order of the Board
Gameone Holdings Limited
Liu Yi
Chairman and Executive Director

Hong Kong, 28 February 2025

As at the date of this announcement, the executive Directors are Mr. Liu Yi and Mr. Huang Jianying; and the independent non-executive Directors are Ms. Ngo Mei Kwan, Mr. Jin Baiting and Mr. Lu Yi.

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 website of the Stock Exchange 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.gameone.com.hk.