

*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.*



**PHOENITRON**  
**PHOENITRON HOLDINGS LIMITED**

**品創控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 8066)**

**PROFIT WARNING**

This announcement is made by Phoenitron 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 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 (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors that, based on the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the “**Reporting Period**”), the Group is expected to record a net profit attributable to owners of the Company of about HK\$0.45 million for the Reporting Period as compared to a net profit attributable to owners of the Company of about HK\$4.34 million for the corresponding period in 2023.

Based on the information available to the Company immediately preceding the publication of this announcement, the Board believes that the expected decrease in profit is mainly attributable to the combined effects of: (1) revenue from smartcard business segment declining by about 27.4% year-on-year, causing the segment profit to decline by about HK\$6.44 million. Such a significant decrease in revenue was attributable to a high-level of revenue from the supply of chips bouncing back after COVID 19 in 2023, enabling our Shenzhen plant to clear its smartcard order backlog, and the order volumes resumed at normal level in 2024; (2) during the Reporting Period, an exchange loss of about HK\$1.55 million was recognized due to depreciation of Renminbi against Hong Kong Dollars, whereas an exchange gain of about HK\$1.41 million was recorded in 2023, making a difference of about HK\$2.96 million. Nevertheless, the above decreases in profit were partly offset by (3) in relation to the investment in TV programmes, the Group recorded fair value gain of about HK\$2.89 million during the Reporting Period, representing an increase of about HK\$4.21

million as compared to a fair value loss of about HK\$1.32 million for the corresponding period in 2023; and (4) increase in segment profit of sales of smartcard application systems of about HK\$1.68 million year-on-year.

The information contained in this announcement is only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Company. The Company is still in the process of finalising such accounts, which are yet to be confirmed. The audited consolidated results of the Group for the Reporting Period are expected to be announced on 20 March 2025.

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

By Order of the Board  
**Phoenitron Holdings Limited**  
**Chang Wei Wen**  
*Director*

Hong Kong, 14 March 2025

*As at the date of this announcement, the Board comprises four executive Directors, Ms. Lily Wu (Chairman and Chief Executive Officer), Mr. Guo Rongxiang, Mr. Chang Wei Wen and Mr. Yang Meng Hsiu, and three independent non-executive Directors, Ms. Wong Ka Wai, Jeanne, Mr. Yeung Man Chit, Daniel and Mr. Chan Siu Wing, Raymond.*

*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 GEM of the Stock Exchange for the purpose of giving information with regard to the Company. The directors of the Company, 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 in this announcement misleading.*

*This announcement will remain on the "Latest Listed Company Information" page of the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) for at least 7 days from the date of its publication and on the website of the Company at [www.phoenitron.com](http://www.phoenitron.com).*