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**PHOENITRON**

## **PHOENITRON HOLDINGS LIMITED**

**品創控股有限公司**

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

**(Stock code: 8066)**

### **VOLUNTARY ANNOUNCEMENT**

#### **BUSINESS UPDATE**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Phoenitron Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders of the Company (the “**Shareholders**”) informed of the latest business development of the Group.

References are made to the announcements of the Company dated 21 November 2024 and 10 January 2025 in relation to, among others, the development of the e-commerce business (the “**E-Commerce Business**”) of the Group and the acquisition of Shanxi Dongchuang Digital Entertainment Technology Group Company Limited\* (山西動創數娛科技集團有限公司) (“**Shanxi Dongchuang**”), formerly known as Hainan Dongchuang Digital Entertainment Technology Group Company Limited\* (海南動創數娛科技集團有限公司).

The Board is pleased to announce that the development of the E-Commerce Business, including the operation of the pan-entertainment digital ecosystem membership e-commerce platform – Dongchuang E-Commerce App Service Platform and the provision of speech technology related services via artificial intelligence platform, has been promising. Based on the unaudited management accounts of each of Shanxi Dongchuang and CyberMirage (HK) Limited (formerly known as PMIS Limited, a wholly-owned subsidiary of the Company which is principally engaged in the provision of speech technology related services via artificial intelligence platform), the E-Commerce Business has recorded unaudited aggregated revenue of approximately HKD60.9 million and unaudited aggregated profit before taxation of approximately HKD55.6 million for the six months ended 30 June 2025, respectively.

The satisfactory performance of E-commerce Business, is a milestone of the business development of the Group and lays the foundation for the Group to capture the growing e-commerce platform industry. It is particularly noted that the operation of the private domain e-commerce platform has not only driven rapid performance growth for the Company but also accumulated over 100,000 loyal members. In CyberMirage (HK) Limited’s AI speech technology data collection and

annotation business, these members will contribute over 100,000 speech material contributors, facilitating the Company's transformation into an AI data service company. Looking forward, the Group will continue to seek suitable investment opportunities to enhance the growth potential of the Group, and remain committed to generate valuable and sustainable returns for the Shareholders.

The information contained in this announcement is only based on a preliminary review of the unaudited management accounts of the above-mentioned companies and other information currently available to the Board and is subject to possible adjustments arising from further review. Further details of the financial information of the Group will be disclosed in the interim results announcement and the interim report of the Company to be published in accordance with the GEM Listing Rules.

**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**  
**Guo Rongxiang**  
*Executive Director*

Hong Kong, 6 August 2025

*As at the date of this announcement, the Board comprises four executive Directors, Ms. Lily Wu (Chairman), Mr. Guo Rongxiang, Mr. Chang Wei Wen (Chief Executive Officer) 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).*