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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)

POSITIVE PROFIT ALERT

This announcement is made by Phoenixtron 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 six months ended 30 June 2025 (the “**Reporting Period**”) and other information currently available to the Board, the Group is expected to achieve a turnaround from loss after taxation to profit after taxation. The expected profit after taxation for the Reporting Period is expected to be about HK\$40.4 million, as compared to the loss after taxation of about HK\$3.05 million for the corresponding period in 2024.

Based on the information available to the Company immediately preceding the publication of this announcement, the Board believes that the expected profit after taxation is mainly attributable to the combined effects of: (1) profit after taxation generated from each of the operation of private domain e-commerce platform and the provision of artificial intelligence speech technology data services, amounted to about HK\$37.3 million and about HK\$5.8 million, respectively (2024: nil); (2) revenue from smartcard business segment increased by about 25% year-on-year, causing the segment profit to increase by about HK\$3.5 million; and (3) in relation to the investment in TV programmes, the Group did not record any fair value gain or loss during the Reporting Period, whereas a fair value gain of about HK\$2.9 million was recorded for the corresponding period in 2024.

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 unaudited consolidated results of the Group for the Reporting Period are expected to be announced on 25 August 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 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 for at least 7 days from the date of its publication and on the website of the Company at www.phoenitron.com.