

*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)**

## **VOLUNTARY ANNOUNCEMENT**

### **BUSINESS UPDATE**

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

Reference is made to the announcement of the Company dated 6 August 2025 in relation to, among others, the development of the e-commerce business (the “**E-Commerce Business**”) and the provision of artificial intelligence speech technology data services (the “**AI Business**”) of the Group.

The Board is pleased to announce that based on a preliminary assessment of the unaudited management accounts of Shanxi Dongchuang Digital Entertainment Technology Group Company Limited\* (山西動創數娛科技集團有限公司) and CyberMirage (HK) Limited (“**CyberMirage**”), both are wholly owned subsidiaries of the Company, the E-Commerce Business and the AI Business have recorded unaudited aggregate profit before tax of more than HKD75 million for the nine months ended 30 September 2025.

Further, the Board is pleased to announce that CyberMirage has submitted a patent application for the model training method, speech recognition method, and device, equipment and storage medium (模型訓練方法、語音辨識方法、裝置、設備及存儲介質) (the “**Patent**”) to China National Intellectual Property Administration (the “**CNIPA**”) on 19 September 2025. On 14 October 2025, the CNIPA issued the Approval Notice of Preliminary Review for Patent Application\* (發明專利申請初步審查合格通知書), pursuant to which, among others, the CNIPA has considered that the said application, following preliminary review, complies with the relevant provisions of the Patent Law Implementation Rules of the People’s Republic of China\* (《中華人民共和國專利法實施細則》) and will proceed to further examination. The Patent, if successfully granted, is expected to be used for the development of the proprietary AI voice technology algorithms of the AI Business, thereby enhancing the competitive strength of the Group and positioning the Group as a leader in specialised voice technology.

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, which have not been reviewed by the audit committee of the Board, not has it been reviewed or audited by the independent auditors of the Company, and is subject to possible adjustments arising from further review. The Board cannot guarantee that the preliminary unaudited financial information set out above truly reflects the financial performance and condition of the Group and such information might be misleading if any potential adjustments have not been taken into account. As such, the above data, which is preliminary in nature, is provided for the shareholders of the Company and potential investors' reference only. In addition, the Group cannot guarantee that it will be able to obtain approval, develop or ultimately market the Patent successfully.

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

*\* For identification purpose only*

By order of the Board  
**Phoenitron Holdings Limited**  
**Guo Rongxiang**  
*Executive Director*

Hong Kong, 4 November 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).*