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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 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 2025 (the “**Reporting Period**”) and other information currently available to the Board, the Group is expected to record a net profit attributable to owners of the Company of about HK\$12.48 million for the Reporting Period, as compared to a net profit attributable to owners of the Company of about HK\$0.45 million for the corresponding period in 2024.

Based on the information available to the Company immediately preceding the publication of this announcement, the Board considers that the expected increase in profit is mainly attributable to the combined effects of the following factors: (1) profit after tax contributed by the private domain e-commerce platform of approximately HK\$27.8 million (2024: nil); (2) segment profit from the smart card business decreased by approximately HK\$3.0 million, primarily due to a year-on-year decline in revenue of approximately HK\$1.4 million and a decrease in sundry income of approximately HK\$1.1 million; (3) in respect of the investment in television programmes, the Group recorded a fair value loss of approximately HK\$5.8 million during the Reporting Period, compared with a fair value gain of approximately HK\$2.9 million in the corresponding period of 2024; (4) segment profit from the sale of smartcard application systems decreased by approximately HK\$1.7 million (2024: profit of HK\$1.7 million); (5) a loss of approximately HK\$1.1 million was recorded from the provision of artificial intelligence speech technology data services (2024: nil); and (6) an increase in corporate expenses 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 31 March 2026.

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, 27 March 2026

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.