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Creative Enterprise Holdings Limited

創毅控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3992)

POSITIVE PROFIT ALERT

This announcement is made by Creative Enterprise Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group (the “**Management Accounts**”) for the year ended 31 March 2021 and the information currently available to the Board, the Group is expected to record a significant increase of more than 80% in its unaudited consolidated net profit for the year ended 31 March 2021 as compared to a net profit of approximately HK\$29.9 million for the year ended 31 March 2020. The Board considers that such expected increase in profit was primarily attributable to the combined effect of the following factors:

- (i) receipt of time-limited wage subsidy under the first and second tranche of HKSAR Government’s Employment Support Scheme, which the Company has applied as a move to retain employees and maintain stability of the workforce;
- (ii) procurement of a number of cleansing services contracts at the quarantine facilities awarded by the Hong Kong Department of Health, to provide additional anti-epidemic cleaning services, which the Company accepted the task as a corporate social responsibility to serve the community in the fight against coronavirus; and
- (iii) organic growth of business by successfully acquiring one new property management contracts, two new secondment contracts and five new stand-alone security service contracts from the Hong Kong Housing Authority.

The Company is still in the process of preparing and finalising the annual results of the Group for the year ended 31 March 2021. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the Management Accounts, and the information currently available to the Board, which have not been confirmed, reviewed or audited by

the auditors of the Company nor reviewed by the audit committee of the Company. Therefore, the actual annual results of the Group for the year ended 31 March 2021 may be different from the information contained and disclosed in this announcement.

Shareholders and potential investors of the Company are advised to refer to the details of the Group's annual results for the year ended 31 March 2021, which is expected to be published at the end of June 2021.

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

By Order of the Board
Creative Enterprise Holdings Limited
Poon Kin Leung
Chairman and Executive Director

Hong Kong, 12 May 2021

As at the date of this announcement, the executive Directors are Mr. Poon Kin Leung, Mr. Lee Siu Wah Albert and Mr. Lam Siu Hung Christopher, Mr. Wong King Cheung, Mr. Lai Wai Man and Mr. Wu Ka Chai; and the independent non-executive Directors are Mr. Wong Chung Kin Quentin, Mr. Tang Yiu Ming and Mr. Wong Si Yuen.