Smoore International Holdings Limited
思摩爾國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6969)

POSITIVE PROFIT ALERT FOR THE SIX MONTHS ENDED 30 JUNE 2021

This announcement is made by Smoore International Holdings Limited (the "**Company**", 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 and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong)，and based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the "**Period**").

The board of directors of the Company (the "**Board**") expected that the profit and total comprehensive income for the Period will increase by approximately 3,425.0% to 3,796.1% compared to that for the six months ended 30 June 2020 (the "**Comparable Period**"). This was mainly due to the absence of (a) fair value changes in financial instruments and (b) listing expenses for the Period (where the corresponding fair value losses and listing expenses for the Comparable Period were approximately RMB1,082.3 million). The share-based payment expenses for the Period were approximately RMB128.9 million (where the corresponding expenses for the Comparable Period were approximately RMB149.1 million).

	Unaudited profit and total comprehensive income of the Group *(RMB million)*		
	2021	**2020**	**Change**
Six months ended 30 June	2,703.7–2,988.3	76.7	3,425.0%–3,796.1%

The Group recorded an adjusted net profit[1] as follows:

	Unaudited adjusted net profit of the Group *(RMB million)*		
	2021	**2020**	**Change**
Six months ended 30 June	2,826.2–3,123.6	1,308.0	116.1%–138.8%

After adjustment, it is expected that the adjusted net profit for the Period will increase by approximately 116.1% to 138.8% as compared to the Comparable Period which was largely due to the steady growth of revenue of the Group, economies of scale and continuous improvement in product mix.

Details of adjusted items are as follows:

	Six Months Ended 30 June	
	2021	2020
	RMB million	*RMB million*
Loss on fair value changes of convertible preferred shares	**—**	1,019.1
Loss on fair value changes of convertible promissory notes	**—**	38.5
Listing expenses	**—**	24.7
Share-based payment expenses	**128.9**	149.1
	128.9	1,231.4

As at the date of this announcement, the Company is still in the process of finalising the interim results of the Group for the Period. The information contained in this announcement is only based on the preliminary review on the unaudited consolidated management accounts of the Group, which have not been confirmed or reviewed by the independent auditors. The actual interim results of the Group for the Period may differ from the information disclosed in this announcement.

1 The Company derives adjusted net profit from profit and total comprehensive income for the year by adding back listing expenses, share-based payment expenses, loss on fair value changes of convertible promissory notes and loss on fair value changes of convertible preferred shares.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company and to read carefully the interim results announcement of the Group for the six months ended 30 June 2021 which is expected to be released in August 2021.

By Order of the Board
Smoore International Holdings Limited
Mr. Chen Zhiping
Chairman of the Board

Hong Kong, 7 July 2021

As at the date of this announcement, the Executive Directors are Mr. Chen Zhiping, Mr. Xiong Shaoming and Mr. Wang Guisheng; the Non-executive Director is Dr. Liu Jincheng; and the Independent Non-executive Directors are Mr. Zhong Shan, Mr. Yim Siu Wing, Simon and Dr. Liu Jie.