APEX ACE HOLDING LIMITED
光麗科技控股有限公司*

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6036)

POSITIVE PROFIT ALERT

This announcement is made by Apex Ace Holding 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 (the "**Listing Rules**") and under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the "**Period**") and the information currently available to the Board, the Group is expected to record a net profit attributable to shareholders of the Company (the "**Shareholders**") for the Period within a range of HK$20.0 million to HK$30.0 million as compared to the net profit attributable to Shareholders of approximately HK$1.0 million for the six months ended 30 June 2020 (the "**Last Period**").

The expected increase in net profit was primarily attributable to (i) a doubling of the sales revenue of the Group to approximately HK$1,454.5 million (as compared to the sales revenue of approximately HK$720.8 million for the Last Period) mainly due to an increase in the sales from both existing and new customers; and (ii) increase in both average selling price and profit margin of the products sold by the Group during the Period as compared to the Last Period as a result of the current global shortage of electronic products.

The Group is still in the process of finalizing its consolidated interim results for the Period. As such, this announcement is made solely on the basis of a preliminary assessment by the Board with reference to the information currently available to it, including the unaudited consolidated management accounts of the Group available for the time being and is not based on any figure or information reviewed by the Company's independent auditors, and may be subject to changes. Shareholders and potential investors of the Company are advised to refer to the details in the interim results of the Company for the Period which is expected to be announced in August 2021 in compliance with the Listing Rules.

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

By order of the Board
Apex Ace Holding Limited
Lee Bing Kwong
Executive Director, Chairman and
Chief Executive Officer

Hong Kong, 12 July 2021

As at the date of this announcement, the executive Directors are Mr. Lee Bing Kwong (Chairman and Chief Executive Officer), Mr. Lo Yuen Kin and Ms. Lo Yuen Lai; and the independent non-executive Directors are Mr. Cheung Siu Kui, Mr. Yim Kwok Man and Dr. Chow Terence.

* *For identification purpose only*