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TRULY INTERNATIONAL HOLDINGS LIMITED

信利國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00732)

POSITIVE PROFIT ALERT

The Board wishes to inform Shareholders and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2021 would be increased by approximately 1.2 times to approximately HK\$660 million as compared to the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2020 (approximately HK\$300 million).

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

This announcement is made by Truly International 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 in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2021 (the “Period”) would be increased by approximately 1.2 times to approximately HK\$660 million as compared to the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2020 (approximately HK\$300 million).

The Board believes that the expected increase in the consolidated profit attributable to owners of the Company for the Period was primarily attributable to the following reasons:

1. **GROSS PROFIT INCREASED** – The gross profit during the Period has been increased by approximately HK\$378 million as compared to the corresponding period of 2020. It was mainly because the revenue and gross profit margin for the Period has been increased by approximately HK\$699 million and approximately 2.9% respectively when compared to the corresponding period of 2020.
2. **NET FOREIGN EXCHANGE DIFFERENCE TURNED LOSS INTO GAIN** – The Group has recorded approximately HK\$17 million net foreign exchange gain during the Period (2020: approximately HK\$37 million net foreign exchange loss).

3. **SHARE OF PROFIT FROM ASSOCIATES INCREASED** – Share of profit from associates in the Period has been increased by approximately HK\$46 million to approximately HK\$50 million as compared to the corresponding period of 2020 (approximately HK\$4 million). It was mainly because the financial results for the Period of the major associate of the Group, Truly (Huizhou) Smart Display Limited (信利(惠州)智能顯示有限公司), has been significantly improved when compared to the corresponding period of 2020.

The Company is in the process of finalising the consolidated financial results of the Group for the 6 months ended 30 June 2021. The information contained in this announcement represents only a preliminary assessment by the Company of the information currently available to the Company.

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
Truly International Holdings Limited
Lam Wai Wah
Chairman

Hong Kong, 11 August 2021

As at the date of this announcement, the Board comprises Mr. Lam Wai Wah, Mr. Wong Pong Chun, James, Mr. Song Bei Bei, Mr. Dai Cheng Yun and Mr. Cheung Wing Cheung as executive directors; Mr. Ma Wai Tong as non-executive director and Mr. Chung Kam Kwong, Mr. Ip Cho Ting, Spencer and Mr. Heung Kai Sing as independent non-executive directors.