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SUN HING PRINTING HOLDINGS LIMITED

新興印刷控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1975)

POSITIVE PROFIT ALERT

This announcement is made by Sun Hing Printing Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance.

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the Group’s latest unaudited management accounts for the year ended 30 June 2021, the Group is expected to record an increase in profit for the year by approximately 76.4% as compared to the profit recorded by the Group for the year ended 30 June 2020.

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 Sun Hing Printing 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 of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the Group’s latest unaudited management accounts for the year ended 30 June 2021 and the information currently available to the Board, the profit is expected to increase by approximately 76.4%, from approximately HK\$44.9 million recorded by the Group for the year ended 30 June 2020 to approximately HK\$79.1 million for the year ended 30 June 2021, which was mainly attributable to factors such as:

- (i) some customers resumed their projects, which was postponed by the COVID-19 pandemic last year, and more revenue generated by some projects as compared to the revenue level prior to the COVID-19 pandemic;
- (ii) increase in revenue outweighed increase in production costs that was driven by a stringent cost control adopted by the Group in our factory located in the People’s Republic of China (the “**PRC**”); and
- (iii) receipt of subsidies from both the Employment Support Scheme of the Government of the Hong Kong Special Administrative Region and the technological transformation scheme of the Shenzhen Industrial and Information Technology Bureau of the PRC Government, respectively.

The Company is still in the process of finalising the financial results of the Group for the year ended 30 June 2021. The information contained in this announcement is only based on the preliminary review and analysis of the Group’s latest unaudited management accounts and the information currently available to the Board and have not been audited or reviewed by the Company’s auditors. The audited annual results announcement of the Group for the year ended 30 June 2021 is expected to be released on 29 September 2021.

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
Sun Hing Printing Holdings Limited
Mr. CHAN Peter Tit Sang
Chairman and Executive Director

Hong Kong, 1 September 2021

As at the date of this announcement, the Board comprises Mr. Chan Peter Tit Sang, Mr. Chan Kenneth Chi Kin, Mr. Chan Chi Ming and Mr. Chan Chun Sang Desmond as executive directors, Mr. Ng Sze Yuen Terry, Dr. Chu Po Kuen Louis and Mr. Wong Kam Fai as independent non-executive directors.