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民商創科

Minshang Creative Technology Holdings Limited

民商創科控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1632)

PROFIT WARNING

This announcement is made by Minshang Creative Technology Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities of 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, Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**” or “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Company for the six months ended 30 September 2021 (the “**Period**”), the Group is expected to record a net loss attributable to owners of the Company of less than HK\$1 million as compared to a net profit attributable to owners of the Company of approximately HK\$5.9 million for the six months ended 30 September 2020.

The Board considers that such loss was mainly attributable to (i) the rise in cost of revenue, in particular, the advertising and promotion costs for technology services business; and (ii) the decrease in other income which mainly represents the non-recurring government subsidies received by the Group during the six months ended 30 September 2020.

As the Company is still in the process of finalising the unaudited consolidated results of the Group for the six months ended 30 September 2021, the information contained in this announcement is only a preliminary assessment by the Board based on the latest available management accounts of the Group, which has not been audited by the Group's auditors or reviewed by the audit committee of the Company. Shareholders and potential investors are advised to read carefully the results of the Group for the period which will be published by the end of November 2021.

By order of the Board
Minshang Creative Technology Holdings Limited
WU Jiangtao
Chairman

Hong Kong, 12 November 2021

As at the date of this announcement, the executive Directors are Mr. Wu Jiangtao, Mr. Lu Shenghong, Ms. Li Jia and Mr. Tao Jingyuan; and the independent non-executive Directors are Mr. Choi Tze Kit, Sammy, Mr. Cheung Miu and Mr. Cheung Pak To, Patrick.