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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 six months ended 31 December 2021, the Group is expected to record an increase in profit for the period by not less than 90% as compared to the profit recorded by the Group for the six months ended 31 December 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 six months period ended 31 December 2021 and the information currently available to the Board, the profit is expected to increase by not less than 90%, from approximately HK\$27.5 million for the six months period ended 31 December 2020 as compared with the profit for the six months ended 31 December 2021 of not less than HK\$50.0 million, which was mainly attributable to factors including:

- (i) some customers resumed their projects, which was postponed by the COVID-19 pandemic in previous years, and more revenue generated by some projects as compared to the revenue level prior to the COVID-19 pandemic;
- (ii) anti-epidemic measures taken in some Southeast Asian countries were not as effective as those in the People's Republic of China (the "PRC"). It leads to some enterprises' production lines returning to the PRC, which indirectly increased the Group's orders; and
- (iii) improvement in cost efficiency that was driven by a stringent cost control adopted by the Group in our factory located in the PRC.

The Company is still in the process of finalising the financial results of the Group for the six months ended 31 December 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, which have not yet been audited or reviewed by the Company's auditors and may be subject to adjustment. The interim results announcement of the Group for the six months ended 31 December 2021 is expected to be released on 15 February 2022.

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, 31 January 2022

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.