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HUNG HING PRINTING GROUP LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 450)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2)(a) 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 unaudited management accounts for the year ended 31 December 2021 and information currently available to the Board, the Group expects to achieve approximately 38% in revenue growth but HK\$48 million in profit attributable to equity shareholders of the Company, which represents a decrease of 56% as compared to HK\$109 million recorded by the Group last year.

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 Hung Hing Printing Group Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future 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 unaudited management accounts for the year ended 31 December 2021 and information currently available to the Board, the Group expects to achieve approximately 38% revenue growth but HK\$48 million in profit attributable to equity shareholders of the Company, which represents a decrease of 56% as compared to HK\$109 million recorded by the Group last year. The results are primarily driven by: a) the turmoil in global supply chain and logistics resulting in disruptions including higher costs seen in paper supplies and logistic charges; b) production costs inflation due to labour supply shortage and power consumption staggering resulting in public policy restrictions including Covid-19 induced social / movement restrictions; c) discontinuation of government subsidies for Covid-19 in 2021; and d) appreciation in RMB that resulted in higher cost of production.

Despite these challenges, the Company registered a revenue growth of approximately 38% for the year ended 31 December 2021 over the previous financial year, as it identified and leveraged opportunities to build partnership with selected strategic customers that required expedited fulfilment of large orders, as many of them saw extensive disruptions to their supply chain and unexpected price surges in procurement. The Company responded swiftly to those opportunities demonstrating its ability to address adversity experienced by such customers. The Company believes the challenges widely seen in this market provided it with potential market access to what would normally be tightly held strategic relationships. The Company demonstrates strengths, resilience and empathy in taking up strategic customers and other demands including various significant rush orders. This is testament to the Company’s and its management’s ability to optimize operations and to deliver amidst unexpected widespread market interruptions. The Company will leverage on these hard-earned relationships to expand its customer base and to tailor its services delivery to meet demands of this fast-evolving market.

The Company is in the process of finalizing the Group’s annual results for the year ended 31 December 2021 (the “**Annual Results**”). The information contained in this announcement is only a preliminary assessment by the management of the Company based on the latest management accounts of the Group currently available and is not based on any figures or information which has been audited or reviewed by the Company’s auditors. Finalized Annual Results and other details of the Group are expected to be announced before end of March 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
Hung Hing Printing Group Limited
Shek Kwok Man
Chief Financial Officer & Company Secretary

Hong Kong, 1 March 2022

As at the date of this announcement, the Board comprises Mr. Yum Chak Ming, Matthew and Mr. Sung Chee Keung, who are executive directors; Mr. Hirofumi Hori, Mr. Masashi Nakashima, Ms. Aki Tsuge and Mr. Yam Hon Ming, Tommy, who are non-executive directors; Mr. Yap, Alfred Donald, Mr. Luk Koon Hoo and Mr. Lo Chi Hong, who are independent non-executive directors.