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SINO-i TECHNOLOGY LIMITED

中國數碼信息有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 250)

PROFIT WARNING

This announcement is made by Sino-i Technology Limited (the “**Company**”, and together with its subsidiaries, collectively as the “**Group**”) pursuant to Rule 13.09(2) 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) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) hereby informs the shareholders and potential investors of the Company that the Group is expected to record a loss for the year ended 31 December 2021 of not greater than HK\$120 million as compared to the profit for the year ended 31 December 2020 of approximately HK\$111 million.

The loss for the year ended 31 December 2021, is primarily due to the fact that: (1) the Group has further increased its investment in digital commerce business under the OMO (Online Merge Offline) strategy. The Group has not only continued to make investment in research and development, it has, in order to satisfy the operational needs of the customers and help them meet their target successfully, also set up a localized premium customer service team named as “customer success team” to provide integrated e-commerce service solutions for the customers, enabling them to connect online and offline sales channels and achieving digital transformation. Such newly-added digital commerce business and digital marketing promotion business brought about a significant cash inflow during the year. However, the revenue recognized during the year according to the progress of the completed performance obligations did not simultaneously reflect the growth of the business, but resulted in the increase in related expenses; and (2) the PRC government has cancelled the policy relating to the phased reduction and exemption of corporate social insurance premiums.

The information contained in this announcement is solely based on a preliminary assessment by the management of the Company on the unaudited consolidated management accounts of the Group for the year ended 31 December 2021, which have not been audited or reviewed by the auditors or the audit committee of the Company. Such financial data is subject to finalization and may be adjusted as necessary. The annual results announcement of the Group for the year ended 31 December 2021 is expected to be published later this month and the corresponding 2021 annual report will be published subsequently.

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

By Order of the Board
Sino-i Technology Limited
Liu Rong
Chairlady

Hong Kong, 8 March 2022

As at the date of this announcement, the directors of the Company are as follows:

Executive Directors:

Ms. Liu Rong
Mr. Yu Pun Hoi
Mr. Chen Ming Fei

Non-executive Directors:

Mr. Lam Bing Kwan
Mr. Cheng Chih-Hung

*Independent non-executive
Directors:*

Mr. Fung Wing Lap
Mr. Xiao Sui Ning
Mr. Ho Yeung Nang