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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 2022, the Group is expected to record an increase of its net profit by 40 to 60% for the year ended 30 June 2022 as compared to the net profit recorded by the Group for the year ended 30 June 2021.

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 2022 and the information currently available to the Board, the Group is expected to record an increase of its net profit by 40 to 60% for the year ended 30 June 2022 as compared to the year ended 30 June 2021, which was mainly attributable to factors such as:

- (i) some customers resumed their key and ongoing projects, which were 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) the Group devoted more resources and time to promote the smart package and sustainable products to our customers, which created value-added and quality services to our customers; and
- (iii) effective production cost that was driven by a stringent and continuous cost control adopted by the management of the Group in our factories located in the People’s Republic of China (the “**PRC**”).

The Company is still in the process of finalising the financial results of the Group for the year ended 30 June 2022. 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 2022 is expected to be released on 30 September 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, 16 September 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.