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POU SHENG INTERNATIONAL (HOLDINGS) LIMITED

寶勝國際（控股）有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 3813)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Group expects to record a year on year decrease in the net profit attributable to owners of the Company for the Period, led by the decrease of the Group's revenue, amidst weak consumer sentiment following continued COVID-19 outbreaks. The declining store traffic in shopping venues across cities in which the Group operates, volatile and mixed retail sentiment and intensified COVID-19 control measures with the decision to maintain a strict policy by the authorities inevitably posed pressure on the revenue and results of the Group during the Period under review.

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

This announcement is made by Pou Sheng International (Holdings) Limited (the "Company" and together with its subsidiaries, 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 "SFO").

The board of directors of the Company (the "Board") wishes to inform shareholders of the Company (the "Shareholders") and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available to the Board, the Group expects to record a revenue of approximately RMB14,394 million, and a net profit attributable to owners of the Company of approximately RMB99 million for the nine months ended 30 September 2022 (the "Period"), representing a decline of approximately 20% and 83% respectively

as compared with the same period of last year. Despite the decline in the first nine months' results, the net profit attributable to owners of the Company for the third quarter was approximately RMB81 million, reversing the losses during the same quarter of last year and the second quarter of this year.

The aforesaid expected decrease in net profit attributable to owners of the Company for the Period was led by the decrease of the Group's revenue, amidst weak consumer sentiment following continued COVID-19 outbreaks. The declining store traffic in shopping venues across cities in which the Group operates, volatile and mixed retail sentiment and intensified COVID-19 control measures with the decision to maintain a strict policy by the authorities inevitably posed pressure on the revenue and results of the Group during the Period under review.

The Group has made efficient adjustments to the overall strategic planning to combat the dilemma. The digital transformation has helped to lift the contribution of sales from the Group's omni-channel, offsetting the sluggish in-store performance. Meanwhile, the Group has integrated the resources of brick and mortar network, re-defined retail regions, strengthened the online-offline integration and membership loyalty programs, in order to maximise the efficiency in resource utilisation. The Group will dynamically modify the strategies to adapt itself to the "new normal" in a timely manner.

As the Group is still finalising the unaudited consolidated results for the Period, the information contained in this announcement is only based on a preliminary assessment of the Board with reference to the information currently available for the time being, and such information have not been reviewed or audited by the independent auditor of the Company. The actual results of the Group for the Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the unaudited consolidated results of the Group for the Period to be disclosed in the announcement which is expected to be released on 10 November 2022.

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

By Order of the Board
Yu Huan-Chang
Chairman

Hong Kong, 28 October 2022

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. Yu Huan-Chang (Chairman), Mr. Liao, Yuang-Whang and Mr. Hu, Chia-Ho

Non-executive Directors

Ms. Tsai Patty, Pei Chun and Mr. Li I-nan

Independent Non-executive Directors

Mr. Chen, Huan-Chung, Mr. Feng Lei Ming and Mr. Liu, Hsi-Liang

Website: www.pousheng.com