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## **Prinix Chengshan Holdings Limited**

**浦林成山控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1809)**

### **POSITIVE PROFIT ALERT**

Prinix Chengshan Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby makes this announcement 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 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Company’s preliminary assessment of the internal unaudited consolidated management accounts and the information currently available, it is expected that the profit attributable to owners of the Company for the six months ended June 30, 2023 will be in the range of approximately RMB285 million to RMB333 million, representing an increase of 80% to 110% as compared to the same period of 2022.

Based on the information available to the Board, the Board is of the view that the expected significant increase in profit as compared to the corresponding period of last year is mainly attributable to the significant demand recovery in the tire industry benefiting from the recovery of the domestic economy and the enhancement of the demand in the overseas markets. By grasping market opportunities and continuously adjusting the product structure and business structure, the Group achieved significant growth in product sales. For the six months ended June 30, 2023, the Group achieved a sales volume of 11.5 million tires (9.4 million tires for the same period of 2022), representing a year-on-year increase of 22.8%. Meanwhile, benefiting from the decrease in raw material prices, the Company’s gross profit margin improved significantly.

As at the date of this announcement, the Company is still in the process of preparing the interim results of the Company for the six months ended June 30, 2023 (the “**2023 Interim Results**”). The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Company for the six months ended June 30, 2023, which have not been reviewed by the Company’s auditors nor confirmed by the audit committee of the Company, and the information currently available. These financial information are subject to finalisation and necessary adjustments. The Company expects to announce the 2023 Interim Results by the end of August 2023. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company when it is published.

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

By order of the Board  
**Prinx Chengshan Holdings Limited**  
**Che Hongzhi**  
*Chairman and Non-executive Director*

Shandong, the PRC, July 18, 2023

*As at the date of this announcement, the Board comprises Mr. Che Baozhen, Mr. Shi Futao and Ms. Cao Xueyu as executive directors; Mr. Che Hongzhi, Mr. Wang Lei and Mr. Shao Quanfeng as non-executive directors; Mr. Zhang Xuehuo, Mr. Choi Tze Kit Sammy and Mr. Wang Chuansheng as independent non-executive directors.*