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ACTIVATION GROUP
艾德韦宣
Activation Group Holdings Limited
艾德韋宣集團控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9919)

POSITIVE PROFIT ALERT

This announcement is made by Activation Group Holdings Limited (the “**Company**”, 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited management accounts of the Group for the six months ended 30 June 2023 (“**2023 Interim**”) and assessment of the latest information currently available to the Board, the Group is expected to record revenue of approximately RMB350.3 million and a net profit of approximately RMB41.0 million, as compared to the net loss of approximately RMB8.5 million for the six months ended 30 June 2022.

Compared with the corresponding period last year, the turnaround from loss to profit was mainly attributable to (i) the disruption to the Group’s offline business due to the effect of the epidemic in the first half of 2022. With the revival of the experiential marketing economy, the Company’s main business has recovered and grown significantly in 2023 Interim; (ii) the overall stability of domestic macro economy; and (iii) with the Group’s solid leading position in the industry, it has successfully grasped the marketing demand of premium brands in Mainland China, further promoting the overall recovery of the Group’s business.

As the Company has not yet finalised its consolidated financial results for 2023 Interim, the information contained in this announcement is only based on the preliminary assessment according to figures and information that have not been audited or reviewed by the Company's auditor. The actual financial results of the Group for 2023 Interim may differ from the information disclosed in this announcement. Details of the Group's performance will be disclosed in the Group's interim results announcement, which is expected to be published in August 2023.

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

By order of the Board
Activation Group Holdings Limited
Lau Kam Yiu and Ng Bo Sing
Joint-Chairmen

Hong Kong, 31 July 2023

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lau Kam Yiu, Mr. Ng Bo Sing, Mr. Chan Wai Bun and Ms. Low Wei Mun and three independent non-executive Directors, namely, Ms. Cheung Siu Wan, Mr. Yu Longjun and Dr. Cheung Wah Keung.