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**SAMSON HOLDING LTD.**

**順誠控股有限公司\***

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

**(Stock code: 00531)**

## **PROFIT WARNING**

This announcement is made by Samson Holding Ltd. (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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, 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 of the Company that, based on the information currently available to the Company and preliminary assessment of the unaudited financial information of the Group for the six months ended 30 June 2023 (the “**Period**”), the Group expected to record a loss in a range of approximately US\$1.0 million to approximately US\$1.3 million for the Period as compared to a profit of approximately US\$8.5 million for the corresponding period in 2022.

The expected loss for the Period was mainly attributable to decline in the Group’s revenue by approximately 23% as compared to the corresponding period in 2022 as a result of (i) the decrease in demand of sizeable home furniture in the United States of America due to continuous decline in housing market in 2023; and (ii) the ongoing inventory destocking cycle across the furniture industry pushed down the short-term operating performance of the Group.

The information contained in this announcement is made solely on the basis of assessment by the Board with reference to the unaudited financial information of the Group for the time being, which have not been reviewed or confirmed by the external auditors of the Company or the audit committee of the Company and are subject to further internal review by the Board and review by external auditors of the Company. Details of the Group’s financial performance will be contained in the interim financial results of the Group for the Period, which is expected to be published by the end of August 2023.

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

For and on behalf of the Board  
**Samson Holding Ltd.**  
**Shan Huei KUO**  
*Chairman*

9 August 2023

*As at the date of this announcement, Mr. Shan Huei KUO (Chairman), Ms. Yi-Mei LIU and Mr. Mohamad AMINOZZAKERI are the executive directors of the Company; Mr. Sheng Hsiung PAN is the non-executive director of the Company; and Mr. Ming-Jian KUO, Mr. Siu Ki LAU and Mr. Sui-Yu WU are the independent non-executive directors of the Company.*

*\* For identification purposes only*