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TRULY®

TRULY INTERNATIONAL HOLDINGS LIMITED 信利國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00732)

PROFIT WARNING

The Board wishes to inform Shareholders and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2023 would be decreased by approximately 70% to approximately HK\$167 million as compared to the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2022 (approximately HK\$560 million).

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 Truly International 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 in the Listing Rules) of 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 shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2023 (the “**Period**”) would be decreased by approximately 70% to approximately HK\$167 million as compared to the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2022 (approximately HK\$560 million).

The Board believes that the expected decrease in the consolidated profit attributable to owners of the Company for the Period was primarily attributable to the following reasons:

1. **GROSS PROFIT DECREASED** – The gross profit during the Period has been decreased by approximately HK\$410 million as compared to the corresponding period of 2022. It was mainly because the revenue and gross profit margin for the Period has been decreased by approximately HK\$3,536 million and approximately 0.8% respectively when compared to the corresponding period of 2022.

The Company is in the process of finalising the consolidated financial results of the Group for the 6 months ended 30 June 2023. The information contained in this announcement represents only a preliminary assessment by the Company of the information currently available to the Company.

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
Truly International Holdings Limited
Lam Wai Wah
Chairman

Hong Kong, 11 August 2023

As at the date of this announcement, the Board comprises Mr. Lam Wai Wah, Mr. Wong Pong Chun, James, Mr. Dai Cheng Yun and Mr. Cheung Wing Cheung as executive directors; Mr. Song Bei Bei as non-executive director; and Mr. Chung Kam Kwong, Mr. Heung Kai Sing and Mr. Cheung Wai Yin, Wilson as independent non-executive directors.