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**Beisen Holding Limited**

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

**(Stock Code: 9669)**

**PROFIT WARNING**

This announcement is made by Beisen Holding Limited (the “**Company**” and together with its subsidiaries and consolidated affiliated entities, the “**Group**”) 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 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 board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to announce that, based on the information currently available to the Company, the Group is expected to record (i) a revenue in the range of approximately RMB389.4 million to approximately RMB413.9 million for the six months ended 30 September 2023, representing an increase of more than 11.0%, as compared to the revenue of approximately RMB350.8 million for the same period in 2022; and (ii) a loss attributable to the owners of the Company in the range of approximately RMB2,898.9 million to approximately RMB3,204.1 million for the six months ended 30 September 2023, as compared to a loss attributable to the owners of the Company of approximately RMB162.8 million for the same period in 2022. The increase in loss attributable to the owners of the Company was mainly due to the increase in loss from changes in fair value of the Company’s redeemable convertible preferred shares and the increase in share-based payments in the range of approximately RMB2,812.9 million to approximately RMB3,110.1 million.

After excluding fair value changes of redeemable convertible preferred shares and share-based payments from the net loss, the Group is expected to record an adjusted net loss (a non-IFRS measure) for the six months ended 30 September 2023 in the range of approximately RMB73.5 million to approximately RMB89.8 million, which may be narrowed by more than 41.0% as compared to an adjusted net loss of approximately RMB152.1 million for the same period in 2022. After excluding share-based payments from the gross profit, the Group is expected to record (i) an adjusted gross profit (a non-IFRS measure) for the six months ended 30 September 2023 in the range of approximately RMB242.6 million to approximately RMB268.1 million (same period in

2022: RMB190.0 million), representing a year-on-year increase of more than 27.7%; and (ii) an adjusted gross margin (a non-IFRS measure) for the six months ended 30 September 2023 of more than 61.7%, representing an increase of approximately 7.5 percentage points from 54.2% for the same period in 2022.

The decrease in the adjusted net loss as well as the increase in adjusted gross profit were mainly due to the following factors: (i) the continuous increase in the Group's revenue, specially the revenue generated from subscriptions to our Cloud-based Human Capital Management (“**HCM**”) solutions. The revenue generated from subscriptions to our Cloud-based HCM solutions is expected to increase to approximately RMB282.3 million to approximately RMB312.5 million for the six months ended 30 September 2023, accounted for approximately 72.5% to 75.5% of the total revenue; and (ii) the enhancement of costs control. Starting from 2023, in response to the changes in industry and markets, the Company has taken proactive cost control measures to improve the efficiency of the service team while maintaining the health and sustainability of the business growth.

The Company is still in the process of finalizing its interim results of the Group for the six months ended 30 September 2023. The information contained in this announcement is solely based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts and information currently available, which have not been audited or reviewed by the auditor or the audit committee of the Company, and are subject to adjustments where necessary. Shareholders and potential investors of the Company should refer to and carefully read the interim results announcement of the Company for the six months ended 30 September 2023, which is expected to be published by the end of November 2023. There may be differences between the information in the interim results announcement and the estimated financial information set out above.

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

By order of the Board  
**Beisen Holding Limited**  
**WANG Zhaohui**  
*Chairman and Executive Director*

PRC, 31 October 2023

*As at the date of this announcement, the executive Directors are Mr. WANG Zhaohui, Mr. JI Weiguo and Ms. LIU Xianna, and the independent non-executive Directors are Mr. DU Kui, Mr. ZHAO Hongqiang and Mr. GE Ke.*