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Smooore International Holdings Limited

思摩爾國際控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 6969)

PROFIT WARNING FOR THE YEAR ENDED 31 DECEMBER 2023

This announcement is made by the board of directors (the “**Board**”) of Smooore International 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 and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (“**FY2023**” or the “**Period**”).

	For the year ended		
	31 December		
	2023	2022	Change
	<i>RMB million</i>	<i>RMB million</i>	%
	Unaudited	audited	
Profit for the year	1,480.0 ~ 1,808.9	2,510.3	-27.9% ~ -41.0%

During FY2023, it is expected that the profit for the year of the Group will decrease by approximately 27.9% to 41.0% as compared to that of the year ended 31 December 2022.

The main reasons for the decrease in profit for the year of the Group for the Period include: (1) the Group’s profit decreased due to the year-on-year decrease in revenue during the period, mainly attributable to a year-on-year decrease in revenue from the mainland China market, and the steady growth in revenue from overseas markets¹ was insufficient to offset the significant decrease in revenue from the mainland China market; (2) the gross profit margin decreased on a year-on-year basis, mainly attributable to the significant year-on-year decrease in the proportion of the relatively high gross profit margin pod system products revenue from the mainland China market in the revenue of the Group, and the year-on-year increase in the proportion of the relatively low gross profit margin disposable products revenue from overseas markets in the revenue of the Group.

¹ As far as we know, refers to revenue of products ultimately shipped to markets other than mainland China.

As at the date of this announcement, the Company is still in the process of finalizing the annual results of the Group for FY2023. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group, which have not been reviewed by the independent auditors. The actual results of the Group for FY2023 may differ from the information contained in this announcement.

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

By Order of the Board
Smooore International Holdings Limited
Mr. Chen Zhiping
Chairman of the Board

Hong Kong, 30 January 2024

As at the date of this announcement, the Executive Directors of the Company are Mr. Chen Zhiping, Mr. Xiong Shaoming, Mr. Wang Guisheng and Ms. Wang Xin; the Non-executive Director of the Company is Ms. Jiang Min; and the Independent Non-executive Directors of the Company are Mr. Zhong Shan, Mr. Yim Siu Wing, Simon and Dr. Wang Gao.