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## **Prinx Chengshan Holdings Limited**

**浦林成山控股有限公司**

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

**(Stock Code: 1809)**

### **POSITIVE PROFIT ALERT**

Prinx Chengshan Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby makes this announcement 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 the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the 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 that, based on the Company’s preliminary assessment of the unaudited consolidated management accounts for the year ended 31 December 2023 (the “**Relevant Period**”) and the information currently available, it is expected that the profit attributable to owners of the Company for the Relevant Period will be in the range of approximately RMB980 million to RMB1,180 million, representing an increase of 150% to 200% as compared to the year ended 31 December 2022.

Based on the information available to the Board, the Board is of the view that the expected significant increase in profit is mainly attributable to the significant demand recovery in the tire industry benefiting from the recovery of the domestic economy and the enhancement of the demand in the overseas market. By seizing market opportunities and continuously adjusting the product structure and business structure, the Group achieved significant growth in product sales. For the Relevant Period, the Group achieved a sales volume of approximately 25.0 million tires (18.5 million tires for the year ended 31 December 2022), representing a year-on-year increase of 35.1%. Meanwhile, benefiting from the decrease in prices of some raw materials, the Company’s gross profit margin improved significantly.

As at the date of this announcement, the Company is still in the process of preparing the annual results of the Company for the year ended 31 December 2023 (the “**2023 Annual Results**”). The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts

of the Company for the Relevant Period and the information currently available, which have not been reviewed by the Company's auditors nor confirmed by the audit committee of the Company. These financial information are subject to finalisation and necessary adjustments. The Company expects to announce the 2023 Annual Results by the end of March 2024. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company when it is published.

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

By order of the Board  
**Prinx Chengshan Holdings Limited**  
**Che Hong Zhi**  
*Chairman and Non-executive Director*

Shandong, the PRC, 31 January 2024

*As at the date of this announcement, the Board comprises Mr. Che Bao Zhen, Mr. Shi Fu Tao and Ms. Cao Xue Yu as executive directors; Mr. Che Hong Zhi, Mr. Wang Lei and Mr. Shao Quan Feng as non-executive directors; Mr. Jin QingJun, Mr. Choi Tze Kit Sammy and Mr. Wang Chuansheng as independent non-executive directors.*