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SMART GLOBE HOLDINGS LIMITED

竣球控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1481)

PROFIT ALERT — REDUCTION OF LOSS

This announcement is made by Smart Globe Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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).

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available, the board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform its shareholders and potential investors that the loss after tax of the Group for the year ended 31 December 2023 (the “**FY2023**”) is expected to reduce to a range of HK\$3 million to HK\$5 million as compared to an audited loss after tax of HK\$16.5 million for the year ended 31 December 2022. The decrease in loss after tax for the FY2023 was mainly attributable to the increase in the Group’s gross profit resulted from the change in sales strategy by focusing on customer orders with higher margin, in particular the profit margin in the second half of 2023 improved significantly as compared with the corresponding period in 2022, which was partially offset by the increase in administrative expenses such as staff cost and other taxes in the People’s Republic of China.

As at the date of this announcement, the Company is in the process of finalising the consolidated financial results of the Group for the FY2023. The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited management accounts of the Group for the FY2023, which has not been audited by the Group’s auditor or reviewed by the audit

committee of the Company. The actual financial results of the Group for the FY2023 may differ from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the Company in relation to the annual results of the Group for the FY2023 which is expected to be published in March 2024 in accordance with the Listing Rules.

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

By order of the Board
Smart Globe Holdings Limited
NG Ho Lun
Chairman

Hong Kong, 20 February 2024

As at the date of this announcement, the executive Directors are Mr. NG Ho Lun, Mr. CHU Lok Fung Barry, Mr. CHEN Kun and Mr. LAM Tak Ling Derek; and the independent non-executive Directors are Dr. WU Ka Chee Davy, Mr. YIU Ho Chi Stephen and Ms. LAW Ying Wai Denise.