

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**SAMSON HOLDING LTD.**

**順誠控股有限公司 \***

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

**(Stock code: 00531)**

## **PROFIT WARNING**

This announcement is made by Samson Holding Ltd. (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 (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, 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 of the Company that, based on the information currently available to the Company and preliminary assessment of the unaudited financial information of the Group for the year ended 31 December 2023 (the “**Year**”), the Group expected to record a profit in a range of approximately US\$3.3 million to approximately US\$3.8 million for the Year as compared to a profit of approximately US\$15.1 million for the corresponding year in 2022.

The decrease in profit for the Year was mainly attributable to decline in the Group’s revenue by approximately 30.8% as compared to the corresponding year in 2022 as a result of (i) the decrease in demand of sizeable home furniture in the United States of America due to continuous decrease in home sale in 2023; and (ii) the ongoing inventory destocking cycle across the furniture industry pushed down the short-term performance of the Group’s manufacturing business.

The information contained in this announcement is based on the preliminary assessment of the Group’s latest management accounts for the year ended 31 December 2023 and the information currently available to the Group. The Group’s annual results are subject to review by the Board, and the audit committee of the Board. Therefore, the actual results of the Group for the Year may differ from the information contained in this announcement. The Shareholders and potential investors are advised to refer to the details in the annual results announcement of the Company for the Year, which is expected to be published by the end of March 2024.

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

For and on behalf of the Board  
**Samson Holding Ltd.**  
**Shan Huei KUO**  
*Chairman*

6 March 2024

*As at the date of this announcement, Mr. Shan Huei KUO (Chairman), Ms. Yi-Mei LIU and Mr. Mohamad AMINOZZAKERI are the executive directors of the Company; Mr. Sheng Hsiung PAN is the non-executive director of the Company; and Mr. Ming-Jian KUO, Mr. Siu Ki LAU and Mr. Sui-Yu WU are the independent non-executive directors of the Company.*

\* *For identification purposes only*