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New Sparkle Roll International Group Limited
新耀萊國際集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 970)

PROFIT WARNING

This announcement is made by New Sparkle Roll International Group Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the 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 “**Directors**”) of the Company wishes to inform shareholders of the Company and potential investors that, based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group and the financial information currently available to the Board, the Group is expected to record a loss attributable to owners of the Company of approximately HK\$170 million for the financial year ended 31 March 2024 (the “**FY2024**”), which is excluding the impact of impairment of goodwill, impairment of inventories, and changes in fair value of investment properties and investment in films and television program, if any, as compared with a loss attributable to owners of the Company of approximately HK\$53 million for the financial year ended 31 March 2023 (the “**FY2023**”).

The Board considers that such anticipated increase in loss attributable to owners of the Company was mainly attributable to, among others, the decrease in revenue and gross profit of the Group by approximately 18% and 34% respectively for FY2024. Such decrease in revenue and gross profit of the Group were mainly related to the continuing weak market sentiment and keen competition in the automotive business of the Group during FY2024, with a decrease in revenue and a significant decline in gross profit margin being expected from that business sector of the Group.

The Company is still in the course of finalising the consolidated financial results of the Group for FY2024. The information contained in this announcement is merely based on the preliminary assessment of the information currently available to the Board, including the unaudited consolidated management accounts of the Group for FY2024 which have not yet been audited by the Company's independent auditors, and hence is subject to possible change and adjustment upon further review. The annual results of the Group for FY2024 are expected to be announced before the end of June 2024.

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

By order of the Board
New Sparkle Roll International Group Limited
Wang Bangyi
Chairman

Hong Kong, 27 May 2024

As at the date of this announcement, the Company has two executive Directors, one non-executive Director and three independent non-executive Directors. The executive Directors are Dr. Wang Bangyi and Mr. Qiu Peiyuan. The non-executive Director is Mr. You Yiyang. The independent non-executive Directors are Mr. Chan Man Kit, Mr. Li Baochun and Mr. Gao Yafei.