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**PHOENITRON**  
**PHOENITRON HOLDINGS LIMITED**

品創控股有限公司

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

**(Stock code: 8066)**

**PROFIT WARNING**

This announcement is made pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of Phoenitron Holdings Limited (the “**Company**”) and together with its subsidiaries, collectively the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the “**Period**”) which have not been audited by the auditors of the Company nor reviewed by the audit committee of the Board, the profit attributable to the owners of the Company for the Period is expected to show a decrease of about HK\$1.36 million as compared to the six months ended 30 June 2020 (the “**Corresponding Period**”).

Based on the information available to the Company immediately preceding the publication of this announcement, the Board believes that the aforesaid decrease was due to the decrease in segment profit of overseas SIM card segment, and was attributable to, among other things, (1) due to the unstable chip supply in the market, customer orders decreased by about 16% year-on-year, which affected the sales mix (among which higher value-added service orders decreased notably); (2) due to the on-going nature of the global COVID-19 crisis, market demand has yet to recover; and (3) the appreciation of Renminbi against Hong Kong Dollar year-on-year caused the increases in material, production and operating costs of our SIM card plant in Shenzhen. Nevertheless, the above decrease was partially offset by a fair value gain on investment in TV programmes (“Snow Leopard II”) of approximately HK\$3.74 million its related exchange gain of about HK\$0.50 million as a result of the production progress of the programming.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the information currently available and the unaudited consolidated management accounts of the Group for the Period which have not been reviewed by the Company's independent auditor and the audit committee of the Company.

The Company is still in the process of finalising the details of its financial results and performance for the Period. The actual financial results for the Period of the Group may be different from those disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Company for the Period which is expected to be published on or before 11 August 2021.

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

By Order of the Board  
**Phoenitron Holdings Limited**  
**Chang Wei Wen**  
*Director*

Hong Kong, 9 August 2021

*As at the date of this announcement, the Board comprises three executive Directors, Ms. Lily Wu (Chairman and Chief Executive Officer), Mr. Chang Wei Wen and Mr. Yang Meng Hsiu, and three independent non-executive Directors, Ms. Wong Ka Wai, Jeanne, Mr. Leung Ka Kui, Johnny and Mr. Chan Siu Wing, Raymond.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive and there are no other matters the omission of which would make any statement in this announcement misleading.*

*This announcement will remain on the "Latest Company Announcements" page of the GEM website ([www.hkgem.com](http://www.hkgem.com)) for at least 7 days from its date of posting and the Company's website at [www.phoenitron.com](http://www.phoenitron.com).*