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POU SHENG INTERNATIONAL (HOLDINGS) LIMITED

寶勝國際（控股）有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 3813)

**VOLUNTARY ANNOUNCEMENT
IMPACT OF NOVEL CORONAVIRUS (COVID-19) EPIDEMIC ON
CURRENT BUSINESS OPERATIONS**

This announcement is made by the board of directors (the “Board”) of Pou Sheng International (Holdings) Limited (the “Company”, together with its subsidiaries, the “Group”) on a voluntary basis, for the purpose of keeping the shareholders of the Company (the “Shareholders”) and potential investors informed of the current business operations of the Group regarding the outbreak of the novel coronavirus (COVID-19) epidemic (the “Epidemic”) in China.

Acting in line with the Epidemic control measures carried out by the government of China (the “China Government”), putting our employees’ health at top priority and responding quickly to the Epidemic, the Company has formed a special steering panel (the “SSP”) comprising of the chief executive officer of the Company (as the chairman of the SSP) and all business and back office executive officers to oversee the operations and make prompt decisions during the Epidemic on a daily basis.

Since the outbreak of the Epidemic, the China Government has been taking timely and stringent measures to refrain people from gathering and transporting from places to places. In adherence to the guidelines of the China Government and to protect our employees from infection, the Group has temporarily suspended the operations of majority of its retail stores and certain offices in China. Given that the revenue of the Group is mainly derived from the sales of sportswear in brick-and-mortar retail stores, the Board expects that the Epidemic will have significant adverse impact on the revenue and results of the Group for the first half of the year 2020. The Board will continue to monitor the development of the Epidemic and relevant China Government policies, and will resume the operations of the suspended retail stores and offices of the Group as and when appropriate.

The Board will continue to assess the impact of the Epidemic on the operation and financial performance of the Group, while closely monitoring the development of the Epidemic and the risks and uncertainties faced by the Group as a result of the Epidemic. The Company will take appropriate action(s) as necessary and make further announcement(s) as and when appropriate.

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

By Order of the Board
Wu, Pan-Tsu
Chairman

Hong Kong, 28 February 2020

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. Wu, Pan-Tsu (Chairman) and Mr. Lee, Shao-Wu (Chief Executive Officer)

Non-executive Directors

Ms. Tsai Patty, Pei Chun and Mr. Li I-nan

Independent Non-executive Directors

Mr. Chen, Huan-Chung, Mr. Hsieh, Wuei-Jung and Mr. Feng Lei Ming

Website: www.pousheng.com