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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)**

### **PROFIT WARNING**

This announcement is made pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Group expects that it will record a substantial net loss for the Period primarily due to the outbreak of the Epidemic and the implementation of various strict control measures by the PRC Government, resulting in the temporary closures of majority of retail stores and certain offices of the Group during the Period.

The Board is pleased to report that, as of the date of this announcement, over 98% directly operated stores and sub-distributor stores of the Group have resumed operations.

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

This announcement is made by Pou Sheng International (Holdings) Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong (the “SFO”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group expects that it will record a substantial unaudited consolidated net loss of approximately RMB167 million for the three months ended 31 March 2020 (the “Period”) as compared to the unaudited consolidated net profit of approximately RMB205 million for the corresponding period in 2019.

The aforesaid net loss for the Period is mainly attributable to the outbreak of the novel coronavirus (COVID-19) epidemic (the “Epidemic”) and the implementation of various strict control measures by the government in the People’s Republic of China (the “PRC Government”), resulting in the temporary closures of majority of retail stores and certain offices of the Group in February and March of 2020. As a result, the revenue of the Group for the Period decreased significantly and the results of the Group were adversely affected.

Although the fight against the Epidemic is still ongoing, the Board is pleased to report that, since the partial uplift of certain control measures by the PRC Government, as of the date of this announcement, over 98% directly operated stores and sub-distributor stores of the Group have resumed operations. The management expects that consumer spending and business momentum of the Group might need some time to fully recover.

As the Company is still finalising the unaudited consolidated results of the Group for the Period, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the information currently available, and such information have not been reviewed or audited by the independent auditor of the Company. Shareholders and potential investors should refer to the unaudited consolidated results of the Group for the Period to be disclosed in the announcement which is expected to be released on 14 May 2020.

**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, 27 April 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](http://www.pousheng.com)*