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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 decrease in unaudited consolidated net profit for the Period primarily due to the outbreak of the Pandemic and implementation of various control measures by the government of China during the first quarter of this year.

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 an unaudited consolidated net profit of approximately RMB17 million for the six months ended 30 June 2020 (the “Period”) representing a substantial decrease of more than 90% as compared to the unaudited consolidated net profit of approximately RMB463 million for the corresponding period in 2019.

Based on the information currently available to the Group, the aforesaid decrease in net profit for the Period is mainly attributable to the outbreak of the novel coronavirus (COVID-19) pandemic (the “Pandemic”) and the implementation of various strict control measures by the government of China in the first quarter of this year. The Group therefore recorded an unaudited consolidated net loss of approximately RMB167 million for the three months ended 31 March 2020. Subsequently, as the Pandemic and the implementation of various strict control measures by the government of China eased up, the unaudited consolidated revenue of the Group for the second quarter of this year reached approximately RMB6,793 million, which quickly recovered to the same level as compared to that of the second quarter of last year. However, gross profit margin was under pressure due to launch of more promotional activities in order to motivate and resume customer demands. As a result, the management remains cautious about consumer spending and business momentum of the Group, which might take 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 of the Board with reference to the information currently available for the time being, and such information have not been reviewed or audited by the independent auditor of the Company. Shareholders and potential investors should refer to the interim results announcement for the Period which is expected to be released on 13 August 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, 24 July 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