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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)

POSITIVE PROFIT ALERT

This announcement is made by Pou Sheng International (Holdings) Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) 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 board of directors of the Company (the “Board”) wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group for the three months ended 31 March 2021 (the “Period”), the Group is expected to record an unaudited consolidated net profit of approximately RMB367.2 million for the Period while there was an unaudited consolidated net loss of approximately RMB166.5 million for the corresponding period in 2020. The expected turnaround from loss to profit was mainly due to a quick rebound of the sportswear and sports consumption markets of the People’s Republic of China (the “PRC”) after the fading of the novel coronavirus (COVID-19) pandemic (the “Pandemic”).

The Board wishes to remind the Shareholders and potential investors that there are uncertainties and potential changes for the Pandemic, retail competition landscapes, and social and political environment in the PRC, however, the Group will endeavor to adapt the changing environment swiftly. The Group will continue its efforts to improve cross-platform integration and operational efficiency of offline channels, while navigating through the challenging operational environment and sustaining its sales momentum.

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 and the management of the Company with reference to the information currently available for the time being, and such figures or information have not been reviewed or audited by the independent auditor of the Company. Shareholders and potential investors should refer to the results announcement of the Company for the Period which is expected to be released in mid-May 2021.

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 2021

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