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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 to record a decrease in profit attributable to owners of the Company for the Year mainly due to a decrease in revenue caused by weak foot traffic and soft consumer sentiment as a result of escalating pandemic control measures across mainland China throughout the year of 2022, which dampened its overall operating efficiency and performance. Nevertheless, the Group maintained a solid cash flow and financial position following the implementation of effective cost-control and working capital management measures.

**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” and 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 shareholders of the Company (the “Shareholders”) and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available to the Board, the Group expects to record a revenue of approximately RMB18,638 million, and profit attributable to owners of the Company of approximately RMB89 million for the year ended 31 December 2022 (the “Year”), representing a decrease of approximately 20% and 75% respectively as compared with the 2021 financial year.

The year-over-year decline in profit attributable to owners of the Company for the Year was mostly attributed to a decrease in revenue caused by weak foot traffic and soft consumer sentiment as a result of escalating pandemic control measures across mainland China throughout the year of 2022, which dampened its overall operating efficiency and performance. Nevertheless, the Group maintained a solid cash flow and financial position following the implementation of effective cost-control and working capital management measures.

Despite the likelihood of short-term volatility in consumer confidence following the easing of pandemic control measures in mainland China, the prospect of the sports industry remains bright. The Group will continue to refine its growth strategies, including developing a more strategic relationship with its business partners, further accelerating its digital transformation and resources integration across its various channels, as well as agilely adapting to the progress of recovery in the business environment.

As the Company is still finalising the consolidated results of the Group for the Year, 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 audit committee or independent auditor of the Company. The actual results of the Group for the Year may differ from the information contained in this announcement. Shareholders and potential investors should refer to the audited consolidated results of the Group for the Year to be released on 15 March 2023.

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

By Order of the Board  
**Yu Huan-Chang**  
*Chairman*

Hong Kong, 24 February 2023

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

*Executive Directors*

*Mr. Yu Huan-Chang (Chairman), Mr. Liao, Yuang-Whang and Mr. Hu, Chia-Ho*

*Non-executive Directors*

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

*Independent Non-executive Directors*

*Mr. Chen, Huan-Chung, Mr. Feng Lei Ming and Mr. Liu, Hsi-Liang*

*Website: [www.pousheng.com](http://www.pousheng.com)*