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

The Group is expected to record a revenue of approximately RMB20,064 million for the Year, representing an increase of approximately 7.7% compared with the financial year 2022, while profit attributable to owners of the Company for the Year increased by approximately 450% to approximately RMB490 million compared with the financial year 2022. The overall good performance of the Group is mainly attributed to its focus on both agility and sustained growth, backed by effective initiatives that enhanced its omni-channel capabilities, stringent expense control and inventory optimisation, as well as a low base effect.

**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 for the year ended 31 December 2023 (the “Year”) and information currently available to the Board, the Group is expected to record a revenue of approximately RMB20,064 million for the Year, representing an increase of approximately 7.7% as compared with the

financial year 2022, while profit attributable to owners of the Company for the Year increased by approximately 450% to approximately RMB490 million as compared with the financial year 2022.

The overall good performance of the Group is mainly attributed to its focus on both agility and sustained growth, backed by effective initiatives that enhanced its omni-channel capabilities, stringent expense control and inventory optimisation, as well as a low base effect. The Group will continue to maximise its strategic partnerships with business associates and prioritise margins as its primary focus, while also ensuring quality growth. The Group will continue to emphasise operational excellence to drive profitability, supported by its digital transformation strategy, the enhancement of its business portfolio and channel mix, a strategic approach to dynamic inventory control, and most importantly, more effective working capital management amid an increasingly dynamic retail 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 has not been reviewed or audited by the Company's audit committee or independent auditor and may be subject to adjustments as and when necessary. 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 final results announcement of the Group for the Year, which is to be released on 13 March 2024.

**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, 29 February 2024

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

*Executive Directors*

*Mr. Yu Huan-Chang (Chairman), Mr. Hu, Chia-Ho and Mr. Chen, Li-Chieh (Chief Financial Officer)*

*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)*