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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 significant decrease in net profit attributable to owners of the Company for the Period, mainly due to the decrease of the Group's revenue caused by the COVID-19 variants in the Greater China Region during the Period. The continuous lockdown and control measures in the Group's core business operating regions impacted footfalls, logistics and last-mile delivery, together with weaker consumer sentiment which has further dampened demand and affected the Group's revenue.

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 preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available to the Board, the Group expects to record revenue of approximately RMB9,865 million and net profit attributable to owners of the Company of approximately RMB17 million for the six months ended 30 June 2022 (the "Period"), representing a decline of approximately 25% and 97% respectively as compared with the same period of last year.

The aforesaid expected decrease in net profit attributable to owners of the Company for the Period was mainly due to the decrease of the Group's revenue caused by the COVID-19 variants in the Greater China Region during the Period. The continuous lockdown and control measures in the Group's core business operating regions impacted footfalls, logistics and last-mile delivery, together with weaker consumer sentiment which has further dampened demand. As a result, the revenue and the results of the Group were adversely affected.

There is still uncertainty how the COVID-19 pandemic may continue to impact the Group's performance throughout the remainder of 2022. In view of the uncertainties ahead, the Group has been reviewing the overall performance and strategic planning frequently and proactively, adhering to the business strategies of enhancing and optimising the omni-channels, both by public and private traffic domains for efficient retail operations and effective membership programs. Meanwhile, the Group will strengthen cooperation with key business partners and continue to diversify and explore new business opportunities so as to deliver sustainable growth and profitability.

As the Group is still finalising the unaudited consolidated results 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 nor audited by the independent auditor of the Company. The actual results of the Group for the Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the unaudited consolidated results of the Group for the Period which is expected to be announced on 11 August 2022.

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

By Order of the Board
Lee, Shao-Wu
Chairman

Hong Kong, 29 July 2022

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

Executive Directors

Mr. Lee, Shao-Wu (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