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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 RMB10,960 million for the Period, representing an increase of approximately 11% as compared with the corresponding period of 2022, while profit attributable to owners of the Company for the Period increased by approximately 1,654% to approximately RMB305 million as compared with the corresponding period of 2022, which was mainly attributable to a recovery in offline traffic and purchasing intent following the lifting of all pandemic control and social distancing measures in mainland China, the robust sales growth of omni-channels, in particular its Pan-WeChat Ecosystem, 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 six months ended 30 June 2023 (the “Period”) and information currently available to the Board, the Group is expected to record a revenue of approximately RMB10,960 million for the Period, representing an increase of approximately 11% as compared with the corresponding period of 2022, while profit attributable to owners of the Company for the Period increased by approximately 1,654% to approximately RMB305 million as compared with the corresponding period of 2022.

The increase in profit attributable to owners of the Company was mainly attributable to a recovery in offline traffic and purchasing intent following the lifting of all pandemic control and social distancing measures in mainland China, the robust sales growth of omni-channels, in particular its Pan-WeChat Ecosphere, as well as a low base effect.

The Board wishes to remind the Shareholders and potential investors that the current external environment remains challenging, nonetheless, the Group will endeavor to adapt the changing environment swiftly, stay highly agile and flexible in its decision-making, progress its retail refinement strategy and digital acceleration, as well as continuously strengthen its long-term financial performance and profitability.

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 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 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 to be released on 11 August 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, 28 July 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)*