SUN HING PRINTING HOLDINGS LIMITED
新興印刷控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1975)

PROFIT WARNING

This announcement is made by Sun Hing Printing Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance.

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the Group's latest unaudited management accounts for the six months ended 31 December 2024, the Group is expected to record a decrease in profit for the period by not less than 40% as compared to the profit recorded by the Group for the six months ended 31 December 2023.

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

This announcement is made by Sun Hing Printing Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the Group's latest unaudited management accounts for the six months period ended 31 December 2024 and the information currently available to the Board, the profit is expected to decrease by not less than 40% as compared with the profit recorded by the Group for the six months ended in last year, which was mainly attributable to factors including:

1. Concerns over a global economic slowdown and widespread inflation have led to a conservative consumption behavior among customers, resulting in decreased spending on printing and promotional products and a subsequent fall in revenue.

2. There has been a slight reduction in the cost of goods sold and administrative expenses. However, this has been offset by enduring fixed selling and distribution expenses and finance costs, which have persisted irrespective of the magnitude of the revenue decline.

The Company is still in the process of finalising the financial results of the Group for the six months ended 31 December 2024. The information contained in this announcement is only based on the preliminary review and analysis of the Group's latest unaudited management accounts and the information currently available to the Board, which have not yet been audited or reviewed by the Company's auditors and may be subject to adjustment. The interim results announcement of the Group for the six months ended 31 December 2024 is expected to be released on 27 February 2025.

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

By Order of the Board
Sun Hing Printing Holdings Limited
Mr. CHAN Peter Tit Sang
Chairman and Executive Director

Hong Kong, 12 February 2025

As at the date of this announcement, the Board comprises Mr. Chan Peter Tit Sang, Mr. Chan Kenneth Chi Kin, Mr. Chan Chi Ming and Mr. Chan Chun Sang Desmond as Executive Directors; Ms. Cheung Mei Yee Lorna as Non-executive Director; Dr. Chu Po Kuen Louis, Mr. Wong Kam Fai and Mr. Wu Chun Sing as Independent Non-executive Directors.