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TRULY[®]

TRULY INTERNATIONAL HOLDINGS LIMITED

信利國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00732)

RE-DESIGNATION OF DIRECTOR

The board of directors of the Company announces that Mr. Dai Cheng Yun has been re-designated from an executive Director to a non-executive Director with effect from 28 August 2023 due to work allocation within the Group.

The board (the “**Board**”) of directors (the “**Director(s)**”) of Truly International Holdings Limited (the “**Company**“, together with its subsidiaries, the “**Group**”) announces that Mr. Dai Chung Yun (“**Mr. Dai**”) has been re-designated from an executive Director to a non-executive Director with effect from 28 August 2023 due to work allocation within the Group in order to devote more time to concentrate his works as the General Manager of Truly (Huizhou) Smart Display Limited (信利(惠州)智能顯示有限公司), a non wholly-owned subsidiary of the Company in China. He also ceased to be a vice president and the Factory Chief Operating Officer of the Group on 28 August 2023. He remains as a director and vice chairman of Truly (Huizhou) Smart Display Limited.

The biographical details and other information of Mr. Dai are set out below:

Mr. Dai Cheng Yun, age 49, was an executive Director of the Company from 8 November 2018 to 27 August 2023. Mr. Dai joined the Group in 2000 as a team head of technicians and was promoted to a senior management position during the period from 2006 to 2018. He graduated from the Hunan University of Commerce with a Bachelor of Marketing Degree.

Mr. Dai does not have any relationship with any Director, senior management, substantial or controlling shareholder(s) of the Company, and, as at the date of this announcement, he is beneficially interested in 202,000 ordinary shares of the Company, within the meaning of Part XV of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

There is no service agreement between Mr. Dai and the Company with respect to his re-designation as a non-executive Director. In addition, no terms for Mr. Dai’s length of service and remuneration as a non-executive director of the Company have been fixed or proposed. Mr. Dai will receive remuneration as the General Manager of a non wholly-owned subsidiary of the Company in the amount of RMB1,020,000 per annum plus any

discretionary bonus. The level of this remuneration was reviewed by the Remuneration Committee of the Company and determined on the basis of his responsibilities involved in the Company, the prevailing market conditions and the performance of the Company's results. Mr. Dai's appointment as a non-executive director of the Company is subject to retirement by rotation and re-election at the general meetings of the Company in accordance with the Articles of Association of the Company.

As at the date of this announcement, save as disclosed herein, Mr. Dai has not held any directorship in other listed public companies in the last three years, has no relationship with any Directors, senior management or substantial or controlling Shareholders, has not taken any other major positions in the Group, and does not have any interest of short position in the shares, underlying shares or debentures of the Company or any of its association corporation which are required to be disclosed pursuant to Part XV of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr. Dai confirmed that he has no disagreement with the Board and there are no matters in relation to his re-designation that need to be brought to the attention of The Stock Exchange of Hong Kong Limited and the shareholders of the Company.

Save as disclosed herein, the Board is not aware of any other information relating to the re-designation of Mr. Dai that will need to be brought to the attention of the shareholders of the Company and there is no other information which is required to be disclosed pursuant to Rule 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By Order of the Board
Truly International Holdings Limited
Lam Wai Wah
Chairman

Hong Kong, 28 August 2023

As at the date of this announcement, the Board comprises Mr. Lam Wai Wah, Mr. Wong Pong Chun, James and Mr. Cheung Wing Cheung as executive directors; Mr. Song Bei Bei and Mr. Dai Chung Yun as non-executive directors; and Mr. Chung Kam Kwong, Mr. Heung Kai Sing and Mr. Cheung Wai Yin, Wilson as independent non-executive directors.