

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



TRULY INTERNATIONAL HOLDINGS LIMITED
信利國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00732)

PROFIT WARNING

The Board wishes to inform Shareholders and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company would be decreased by approximately 77% to approximately HK\$317 million for the year ended 31 December 2022 as compared to the consolidated profit attributable to owners of the Company for the year ended 31 December 2021 of approximately HK\$1,378 million.

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 Truly International 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 in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company would be decreased by approximately 77% to approximately HK\$317 million for the year ended 31 December 2022 as compared to the consolidated profit attributable to owners of the Company for the year ended 31 December 2021 of approximately HK\$1,378 million.

The Board believes that the expected decrease in the consolidated profit attributable to owners of the Company for the year ended 31 December 2022 was primarily attributable to the following reasons:

1. **GROSS PROFIT DECREASED** – The gross profit for 2022 has been decreased by approximately HK\$1,128 million as compared to 2021. It was mainly because the revenue and gross profit margin for 2022 have been decreased by approximately HK\$3,256 million and approximately 3.9% respectively when compared to 2021.
2. **REMEASUREMENT GAIN ON PREVIOUSLY HELD INTEREST IN AN ASSOCIATE DECREASED** – A decrease in one-off remeasurement gain on previously held interest in an associate, Truly (Huizhou) Smart Display Limited (信利(惠州)智能顯示有限公司), of approximately HK\$323 million that was recorded in 2021.

The Company is in the process of finalising the audited consolidated financial results of the Group for the year ended 31 December 2022. The information contained in this announcement represents only a preliminary assessment by the Company of the information currently available to the Company.

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
Truly International Holdings Limited
Lam Wai Wah
Chairman

Hong Kong, 14 March 2023

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