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POSITIVE PROFIT ALERT

This announcement is made by Veson Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated financial results of the Group for the six months ended 30 June 2021 (the “**Period**”), the Group is expected to record a profit for the period of approximately RMB8.1 million to RMB9.0 million and a profit for the period attributable to the owners of the Company of approximately RMB9.9 million to RMB10.9 million for the Period, as compared with a loss for the period of approximately RMB35.0 million and a loss for the period attributable to the owners of the Company of approximately RMB28.8 million for the six months ended 30 June 2020.

Based on the information currently available to the Board, such turnaround from loss to profit of the Group was mainly due to (i) the increase in gross profit margin of the Group’s ODM business during the Period, and (ii) the increase in revenue generated from the Group’s ODM business during the Period due to the market’s recovery from the impact of the novel coronavirus (COVID-19) pandemic.

The Company is still in the process of preparing and finalising the results of the Group for the Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to information currently available to it, including the unaudited consolidated

financial results of the Group for the Period, which have not been reviewed or audited by the Company's auditors or the audit committee of the Company, and are subject to possible adjustment and finalisation.

Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the Period which is expected to be announced on or before 31 August 2021.

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

By order of the Board
Veson Holdings Limited
Feng Ming Zhu
Chairman

Hong Kong, 25 August 2021

As at the date of this announcement, the Board comprises Mr. Feng Ming Zhu and Ms. Lian Xiu Qin being the executive Directors, Mr. Hou Li and Dr. Loke Yu being the non-executive Directors, and Mr. Heng Ja Wei Victor, Mr. Lam Yau Yiu and Mr. Cheung Wai Kwok Gary being the independent non-executive Directors.