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## **Alpha Professional Holdings Limited**

**阿爾法企業控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 948)**

### **PROFIT WARNING**

This announcement is made by Alpha Professional Holdings Limited (the “**Company**”, 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby informs the shareholders and potential investors of the Company that, based on the financial information currently available to the management, the Group expects to record a loss for the year ranging from approximately HK\$30 million to approximately HK\$35 million for the year ended 31 March 2022 (“**FY2022**”), representing a substantial increase in loss as compared with the loss of approximately HK\$15 million for the year ended 31 March 2021 (“**FY2021**”). The substantial increase in loss was primarily attributable to the combined effect of (i) the expected loss of over HK\$40 million from the Group’s business segment of the provision of mobile handset solution (the “**Mobile Business**”) as a result of sales of slow-moving inventories at a loss; and (ii) a partial offset of the loss by the profit contributed by the business segment of the trading of milk powder and baby foods (the “**Milk Products Business**”).

The product life cycles of the products in the Mobile Business are short in the ever-evolving technology industry. In order to avoid the Group’s inventory from becoming obsolete, the management used its best endeavours to increase the sales of the outdated slow-moving Mobile Business products in FY2022, aiming to minimise loss of this segment. However, due to (i) the intensifying competition between mobile ODM manufacturers; and (ii) a decrease in the volume of purchases from the customers in the Mobile Business resulting from the impact of the Coronavirus disease 2019 on the economy, and lock-down of countries from time to time, during the past two years, it continued to incur a considerable loss in the sales of its Mobile Business products in FY2022 despite the efforts made by the Group in this respect. While the segmental revenue and profit from the Milk Products Business is expected to increase in FY2022 as compared to FY2021, the profit of this business segment is insufficient to offset the significant loss generated from the Mobile Business.

**As the Company is still in the process of finalising its annual results of the Group for the year ended 31 March 2022, the information contained in this announcement is only based on a preliminary assessment by the management of the Group with reference to the information currently available including the latest unaudited consolidated financial information of the Group, which have not been audited or reviewed by the independent auditors of the Company. The actual results of the Group for the year ended 31 March 2022 may be different from the information disclosed herein. Shareholders and potential investors of the Company are advised to read carefully the annual results announcement of the Company for the year ended 31 March 2022 which is expected to be issued on or around 24 June 2022.**

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

On behalf of the Board of  
**Alpha Professional Holdings Limited**  
**XIONG Jianrui**  
*Chairman*

Hong Kong, 16 June 2022

*As at the date of this announcement, the executive directors of the Company are Mr. Xiong Jianrui, Mr. Yi Peijian, Mr. Chen Zeyu and Mr. Chen Xu and the independent non-executive directors of the Company are Mr. Li Chak Hung, Mr. Choi Kin Man and Mr. Ngai Wah Sang.*

*\* For identification purpose only*