

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.



HERALD HOLDINGS LIMITED

興利集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 00114)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the information currently available, the Group is expected to record a net profit attributable to the equity Shareholders in the range of HK\$41 million to HK\$49 million for the six months ended 30 September 2022 (six months ended 30 September 2021: a net loss attributable to the equity Shareholders of HK\$31.4 million).

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

This announcement is made by Herald 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) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “SFO”).

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 information currently available, the Group is expected to record a net profit attributable to the equity Shareholders in the range of HK\$41 million to HK\$49 million for the six months ended 30 September 2022 (six months ended 30 September 2021: a net loss attributable to the equity Shareholders of HK\$31.4 million) due to an increase in Group’s revenue by 45% caused by the surging demand in toys products.

Despite the favorable results in the first half of the fiscal year, the Group’s overall orders at the end of October 2022 fell 39% from those at the same time in 2021. Together with the uncertainties amid the coronavirus and global economy, the management has some concerns about the results of the Group in the second half of the fiscal year.

The Company is still in the process of finalizing the Group's interim results for the six months ended 30 September 2022. The information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the management accounts of the Group and other information currently available, which have not been audited or reviewed by the Company's auditors. Further details of the Group's financial information will be disclosed in the interim results announcement to be published by the end of November 2022.

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

By order of the Board
Herald Holdings Limited
Robert Dorfman
Chairman

Hong Kong, 10 November 2022

As at the date of this announcement, the Board comprises Mr. Robert Dorfman, Mr. Shum Kam Hung and Dr. Cheung Tsang Kay, Stan as executive directors; and Mr. Lie-A-Cheong Tai Chong, David, Mr. Yeh Man Chun, Kent and Dr. Ng Tze Kin, David as independent non-executive directors.

**For identification only*