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CHINA-HONGKONG PHOTO PRODUCTS HOLDINGS LIMITED
中港照相器材集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 1123)

POSITIVE PROFIT ALERT

This announcement is made by China-Hongkong Photo Products Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Future 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 its preliminary assessment of the unaudited management accounts of the Group and information currently available to the Board, the Group is expected to achieve a net profit attributable to the Shareholders of not less than HK\$38 million for the year ended 31 March 2023 (the "**Year**") as compared to a net profit attributable to the Shareholders of approximately HK\$18 million for the corresponding year ended 31 March 2022 (the "**Previous Year**").

The Board believes such increase in profit in the Year as compared to the Previous Year was mainly attributable to:

- (i) the improvement in sales and gross profit;
- (ii) the recognition of the subsidy entitled under the Employment Support Scheme of the Government of the Hong Kong Special Administrative Region; net off by
- (iii) the decrease in fair value gain on investment properties and the recognition of exchange loss on bank balance following the depreciation of Renminbi.

The information contained in this announcement is only based on the preliminary assessment by the Board of the information currently available and the latest available unaudited management accounts of the Group, which have not been reviewed by the Company's audit committee or auditors and may be subject to adjustments as and when necessary. The Company is in the process of preparing and finalizing the annual results of the Group for the Year which is to be announced in late June 2023.

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

By Order of the Board
China-Hongkong Photo Products Holdings Limited
Sun Tai Lun, Dennis
Chairman

Hong Kong, 12 June 2023

As at the date of this announcement, the directors of the Company are:

Executive Directors:

Mr. SUN Tao Hung, Stanley (*Deputy Chairman and Chief Executive Officer*)

Mr. SUN Tao Hsi, Ryan

Ms. CHAN Wai Kwan, Rita

Non-Executive Directors:

Dr. SUN Tai Lun, Dennis (*Chairman*)

Mr. FUNG Yue Chun, Stephen

Independent Non-executive Directors:

Mr. LI Ka Fai, David

Mr. LIU Jian Hui, Allan

Dr. WONG Chi Yun, Allan