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## **Sterling Group Holdings Limited** **美臻集團控股有限公司\***

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1825)**

### **INSIDE INFORMATION**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Sterling Group Holdings Limited (the “**Company**”, together with its subsidiaries, collectively 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 was recently advised that iMedia Brands, Inc. (“**IMBI**”), one of the Group’s U.S. customers, had filed voluntary petitions for relief (the “**Filing of Petitions**”) under Chapter 11 of the United States Bankruptcy code (“**Chapter 11**”) to continue pursuing strategic alternatives.

Based on the information available to the Company, IMBI anticipates paying vendors in the ordinary course of business for all authorised goods delivered and services rendered after the filing date of 28 June 2023, and any “pre-petition” obligation will be determined at a later date as part of the Chapter 11 process. IMBI continues to operate their business, and the Group has maintained regular communication with IMBI up to the date of this announcement.

As at 31 March and 30 June 2023, the outstanding trade and other receivables from IMBI owed to the Group amounted to approximately US\$2.7 million (equivalent to approximately HK\$21.2 million) and US\$3.3 million (equivalent to approximately HK\$25.7 million) respectively. Expected credit loss (“**ECL**”) of approximately US\$0.3 million (equivalent to approximately HK\$2.4 million) was provided as at 31 March 2023.

The Board considers that the Filing of Petitions may have limited adverse impact on overall financial position of the Group. The Company will closely monitor the development and will make further announcement(s) as and when appropriate.

**Shareholders and investors of the Company should exercise caution when dealing in the shares of the Company and, in case of doubt, to seek independent advice from professional or financial advisers.**

By order of the Board  
**Sterling Group Holdings Limited**

美臻集團控股有限公司\*

**Wong Mei Wai Alice**

*Chairperson, Executive Director and Chief Executive Officer*

Hong Kong, 4 July 2023

*As at the date of this announcement, Ms. Wong Mei Wai Alice is the executive Director and Chairperson, Mr. Siu Yik Ming and Mr. Chung Sam Kwok Wai are the executive Directors, and Mr. Tsang Ho Yin, Ms. Zhang Lingling and Mr. Choi Wai Hin are the independent non-executive Directors.*

\* *For identification purpose only*