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Q P GROUP HOLDINGS LIMITED

雋思集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1412)

PROFIT WARNING

This announcement is made by Q P Group 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 of the Laws of Hong Kong) (the “**SFO**”).

Based on the preliminary review of the unaudited consolidated management accounts of the Group and other information currently available, the board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company and potential investors that the Group is expected to record an unaudited consolidated profit attributable to equity holders of the Company in the range of approximately HK\$32.5 million to HK\$37.5 million for the six months ended 30 June 2023 (“**6M2023**”) as compared to that of approximately HK\$53.7 million for the six months ended 30 June 2022 (“**6M2022**”).

The Board considers that such decrease was primarily attributable to the decrease in revenue from the Group’s original equipment manufacturer (“**OEM**”) sales for 6M2023 as compared to that for 6M2022, which was mainly caused by the reduced demand for our products from our major OEM customers as a result of weakened consumption sentiment due to continuing inflationary pressures and the slowdown in global economic growth in 6M2023. Despite the decrease in the Group’s revenue from OEM sales, the Group’s revenue from web sales remained stable for 6M2023.

The Group will continue to strive for sustainable growth through business expansion and diversification. We will devote more resources to developing the premium trading card market to expand our OEM business. Meanwhile, we will stay focused on the development of Q P Market Network, our self-developed business-to-business-to-consumer e-commerce platform, to expand our market share in the relevant markets and achieve long-term growth in web sales. Barring any unforeseen circumstances, the Board is confident in the Group’s financial position, which is well-positioned to face potential challenges in the future.

The Company is still in the process of preparing the interim results of the Group for 6M2023. The information contained in this announcement is only a preliminary assessment by the management of the Group based on the unaudited consolidated management accounts of the Group and the information currently available to the Group, which have not been reviewed by the Company's auditors nor were they reviewed by the audit committee of the Company. The Group's actual financial results for 6M2023 may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Group for 6M2023, which is expected to be released on or before 31 August 2023.

The Company will publish further announcement(s) in accordance with the requirements of the Listing Rules as and when necessary.

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

By Order of the Board
Q P Group Holdings Limited
Cheng Wan Wai
Chairman

Hong Kong, 14 July 2023

As at the date of this announcement, the Board comprises Mr. CHENG Wan Wai, Mr. YEUNG Keng Wu Kenneth, Ms. LIU Shuk Yu Sanny, Mr. CHAN Wang Tao Thomas, Ms. HUI Li Kwan and Mr. MAK Chin Pang as executive directors; and Mr. CHAN Hiu Fung Nicholas, Prof. CHENG Man Chung Daniel and Mr. NG Shung as independent non-executive directors.