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Smooore International Holdings Limited

思摩爾國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6969)

FINANCIAL UPDATE FOR THE PERIOD ENDED 30 SEPTEMBER 2023

This announcement is made by the board of directors (the “**Board**”) of Smooore International Holdings Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and based on the unaudited consolidated management accounts of the Company and its subsidiaries (collectively, the “**Group**”) for the three months ended 30 September 2023 (the “**Period**”).

EVE Energy Co., Limited (“**EVE Energy**”), one of the controlling shareholders of the Company listed on the Shenzhen Stock Exchange, is required to issue quarterly financial reports pursuant to the Rules Governing the Listing of Shares on the ChiNext Market of Shenzhen Stock Exchange. The quarterly financial reports of EVE Energy will include certain financial information which could be considered to be indicative of the Group’s total comprehensive income for the same period. The Company has decided that, in addition to the regulatory announcements of interim and annual financial results, the Company will also announce the Group’s total comprehensive income for first and third quarters of a financial year.

As stated in the prospectus of the Company dated 29 June 2020, due to the one-off nature of the share-based payments related to pre-IPO Share Option Scheme in connection with employee incentive schemes, the management does not view such item as key operating or financial metric internally when reviewing the performance of the Group. Therefore, the elimination of the impact of such item in the calculation of adjusted net profit¹ can better reflect the underlying operating performance of the Group as well as facilitate period to period comparison.

¹ The Company derives adjusted net profit from total comprehensive income by adding back share-based payment expenses related to pre-IPO Share Option Scheme.

	Three Months Ended the Date Below Unaudited (RMB Million)					Nine Months Ended the Date Below Unaudited (RMB Million)		
	30 September 2023	30 June 2023	Quarter-on-		Year-on-year Change %	30 September 2023	30 September 2022	Year-on-year Change %
			30 September 2022	Change %				
Revenue	2,879.3	2,595.7	10.9%	3,210.0	-10.3%	8,002.2	8,863.3	-9.7%
Profit before tax	526.4	477.0	10.4%	825.8	-36.3%	1,322.5	2,501.8	-47.1%
Total comprehensive income	460.0	441.0	4.3%	704.4	-34.7%	1,194.3	2,088.5	-42.8%
Share-based payment expenses related to pre-IPO share option scheme	6.9	11.8	-41.5%	16.6	-58.4%	31.0	68.8	-54.9%
Adjusted net profit	466.9	452.8	3.1%	721.0	-35.2%	1,225.3	2,157.3	-43.2%

The profit before tax of the Group for the Period decreased by approximately 36.3% compared with the same period last year. The main reasons include: (1) The revenue of the Group for the Period decreased by approximately 10.3% compared with the same period last year, mainly attributed to a year-on-year decrease of 85.6% of revenue from the Mainland China market; (2) The distribution and selling expenses, administrative expenses, research and development expenses, other income and expenses, and other gains and losses etc. of the Group for the Period increased by approximately 30.1% compared with the same period last year.

The profit before tax of the Group for the Period increased by approximately 10.4% compared with the second quarter of 2023. The main reasons include: (1) The revenue of the Group for the Period increased by approximately 10.9% compared with the second quarter of 2023; (2) The distribution and selling expenses, administrative expenses, research and development expenses, other income and expenses, and other gains and losses etc. of the Group for the Period increased by approximately 47.6% compared with the second quarter of 2023, mainly attributed to the increase of research and development expenses, the increase of profit was partially offset by the increase of above expenses.

The information contained in this announcement is only based on the preliminary review on the unaudited consolidated management accounts of the Group, which have not been reviewed by the independent auditors. The aforesaid information may not be indicative of the financial performance of the Group for its full financial year. Shareholders and potential investors are advised not to place reliance on the aforesaid information and advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Smooore International Holdings Limited
Mr. Chen Zhiping
Chairman of the Board

Hong Kong, 15 October 2023

As at the date of this announcement, the Executive Directors are Mr. Chen Zhiping, Mr. Xiong Shaoming, Mr. Wang Guisheng and Ms. Wang Xin; the Non-executive Director is Ms. Jiang Min; and the Independent Non-executive Directors are Mr. Zhong Shan, Mr. Yim Siu Wing, Simon and Dr. Wang Gao.