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ACTIVATION GROUP
艾德韦宣
Activation Group Holdings Limited
艾德韋宣集團控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9919)

POSITIVE PROFIT ALERT

This announcement is made by Activation Group Holdings Limited (the “**Company**” 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited management accounts of the Group for the year ended 31 December 2023 (the “**FY2023**”) and assessment of the latest information currently available to the Board, the Group is expected to record revenue of over RMB960.0 million for FY2023, representing an increase of about 38.2% as compared to its revenue of RMB694.8 million for the year ended 31 December 2022 (“**FY2022**”); and the net profit for FY2023 is expected to exceed RMB110.0 million, representing a substantial increase of about 290.0% as compared to its net profit of RMB28.2 million for FY2022.

Based on the relevant information available, the Board considers that the expected increase in revenue and the net profit was mainly attributable to the facts that (i) the experiential marketing business of the Group has benefited from the gradual recovery of the PRC economy and experienced significant growth in FY2023; (ii) the Group’s integrated online and offline one-stop marketing services have elevated its clients’ brand value, resulting in heightened demand for these marketing strategies; and (iii) as the market leader in the industry, the Group has successfully captured the marketing demands of premium brands in Mainland China and Hong Kong, further enhancing the overall performance of the Group’s business.

As the Company has not yet finalised its consolidated financial results for FY2023, the information contained in this announcement is only based on the preliminary assessment according to figures and information that have not been audited or reviewed by the Company’s auditor. The actual financial

results of the Group for FY2023 may differ from the information disclosed in this announcement. Details of the Group's performance will be disclosed in the Group's annual results announcement for FY2023, which is expected to be published in March 2024.

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

By order of the Board
Activation Group Holdings Limited
Lau Kam Yiu and Ng Bo Sing
Joint-Chairmen

Hong Kong, 6 February 2024

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lau Kam Yiu, Mr. Ng Bo Sing, Mr. Chan Wai Bun and Ms. Low Wei Mun and three independent non-executive Directors, namely, Ms. Cheung Siu Wan, Mr. Yu Longjun and Dr. Cheung Wah Keung.