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MEGAIN Holding (Cayman) Co., Ltd.

美佳音控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6939)

PROFIT WARNING

This announcement is made by MEGAIN Holding (Cayman) Co., Ltd. (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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”, and the members of the Board, the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment on the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (“**FY 2023**”) and other information currently available to the Board, the Group is expected to record a decrease in net profit attributable to owners of the Company by approximately 47% to 52% during FY 2023 as compared with the net profit attributable to owners of the Company for the year ended 31 December 2022 (“**FY 2022**”).

The decrease in net profit attributable to owners of the Company for FY 2023 is mainly attributable to the following factors: (i) the decrease in the overall gross profit margin of the Group due to the decrease in the gross profit margin of compatible cartridge chips as a result of keen competition of the compatible cartridge chips industry for FY2023; (ii) the increase in selling and distribution expenses of the Group for FY 2023 due to the resumption of face-to-face business interactions with target customers; and (iii) the increase in other expenses of the Group for FY2023, mainly due to the written-off of materials.

As the Company is still in the process of finalizing the consolidated annual results of the Group for FY 2023, the information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for FY 2023 and other information currently available to the Board, which has not been audited or reviewed by the Company’s auditor or the audit committee of the Company. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for FY 2023 which is expected to be released before the end of March 2024.

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

By Order of the Board
MEGAIN Holding (Cayman) Co., Ltd.
Cheng Hsien-Wei
Chairman

Hong Kong, 15 March 2024

As at the date of this announcement, the Board comprises Mr. Cheng Hsien-Wei as executive Director; Mr. Lam Tsz Leung and Ms. Yu Erhao as non-executive Directors; and Mr. Chen Mark Da-jiang, Mr. Kao Yi-Ping and Mr. Li Huaxiong as independent non-executive Directors.

** For identification purpose only*