

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

NORTH ASIA STRATEGIC HOLDINGS LIMITED

北亞策略控股有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock Code: 8080)

PROFIT WARNING

This announcement is made pursuant to Rule 17.10 of the Rule Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Board**”) of North Asia Strategic Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on the preliminary assessment of the unaudited management accounts of the Group, the Group is expected to record consolidated net loss ranging from HK\$45 million to HK\$65 million in the annual results of the Group for the year ended 31st March 2024 (the “**Year**”) as compared to the consolidated net profit of HK\$1,088,000 for the last year.

The expected consolidated net loss is mainly due to the continued sluggish demand in global mobile phone market in 2023. The Group’s customers, mainly mobile phone manufacturers in China, have been scaling down their manufacturing facilities acquisition plans which contributed to a significant drop in orders placed to the Group during the first half of the Year. Although there was a rebound in orders received in the second half of the Year, the Group’s hi-tech and distribution division still recorded about 48% drop in revenue during the Year as compared to last year while the operating costs did not reduce at the same rate as the revenue.

The Company is in the process of preparing the annual results of the Group for the Year. The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited management accounts of the Group, which have neither been reviewed by the audit committee of the Company nor reviewed or audited by the Company’s auditors. The actual annual results of the Group for the Year may differ from what is disclosed in this announcement. The Shareholders and potential investors should read carefully the announcement of the Company in relation to the annual results of the Group for the Year, which is expected to be published in late June 2024 in accordance with the requirements of the GEM Listing Rules.

** For identification purpose only*

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

By Order of the Board
North Asia Strategic Holdings Limited
Zhang Yifan
Chairlady and Executive Director

Hong Kong, 11th April 2024

As at the date of this announcement, the Board comprises Ms. Zhang Yifan (Chairlady and Executive Director); Mr. Kenneth Kon Hiu King (Executive Director); Mr. Pierre Tsui Kwong Ming (Non-executive Director); Mr. Joseph Liang Hsien Tse, Mr. Joseph Chan Nap Kee and Dr. Cai Qing (being Independent Non-executive Directors).

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in the compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the Stock Exchange's website at www.hkexnews.hk on the "Latest Listed Company Information" page for at least seven days from the date of its posting and on the Company's website at www.nasholdings.com.