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GAMEONE HOLDINGS LIMITED

智傲控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8282)

POSITIVE PROFIT ALERT

This announcement is made by Gameone Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Current Period**”), and the latest information currently available to the Board, the Group is expected to record a net profit attributable to owners of the Company of approximately HK\$140,000, which represent a turnaround from the net loss of approximately HK\$10,255,000 recorded for the six months ended 30 June 2023 (the “**Prior Period**”).

The turnaround from net loss for the Prior Period to net profit for the Current Period was mainly attributable to the combined effect of: (i) the Group’s overall gross profit margin increased from approximately 20.2% for the Prior Period to approximately 37.7% for the Current Period, of which the gross profit margin of the software service business increased from approximately 20% for the Prior Period to approximately 38.7% for the Current Period; and (ii) the administrative expenses decreased by approximately HK\$13.0 million for the Current Period mainly arising from a decrease in staff cost.

This announcement is made solely on the basis of the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group for the Current Period and the latest information currently available to the Board. Such consolidated management accounts have not been audited or reviewed by the Company’s auditor or confirmed by the audit committee of the Company and are subject to finalization and further adjustment(s). Further details of the Group’s financial performance for the Current Period will be provided in an announcement of the interim results of the Group,

which is expected to be published on 8 August 2024. The Shareholders and potential investors of the Company are advised to read carefully the said interim results announcement of the Company when it is published in accordance with the GEM Listing Rules

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

By order of the Board
Gameone Holdings Limited
Liu Yi
Chairman and Executive Director

Hong Kong, 31 July 2024

As at the date of this announcement, the executive Directors are Mr. Liu Yi and Mr. Huang Jianying; and the independent non-executive Directors are Ms. Ngo Mei Kwan, Mr. Jin Baiting and Mr. Lu Yi.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 website of the Stock Exchange at www.hkexnews.hk on the “Latest Listed Company Information” page for at least 7 days from the date of its posting and will be published on the Company’s website at www.gameone.com.hk.