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New Sparkle Roll International Group Limited
新耀萊國際集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 970)

PROFIT WARNING

This announcement is made by New Sparkle Roll International Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

Based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the six months ended 30 September 2024 (the “**Unaudited Consolidated Management Accounts**”) and the financial information currently available to the board of directors of the Company (the “**Board**”), the Board wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that the Group is expected to record a loss attributable to owners of the Company of approximately HK\$570 million for the six months ended 30 September 2024 (the “**Period**”), as compared with a loss attributable to owners of the Company of approximately HK\$52 million for the six months ended 30 September 2023.

The Board considers that such expected increase in loss attributable to owners of the Company was mainly attributable to the decrease in the revenue and the gross profit of the Group by approximately 40% and 48% respectively for the Period. Such decrease in the revenue and the gross profit of the Group was mainly related to (i) the continuing weak market sentiment and keen competition in the automotive business of the Group with a decrease in revenue and a decline in the gross profit margin from that business sector during the Period; (ii) impairment on property, plant and equipment on auto dealership business of approximately HK\$329 million, arising from the unsatisfactory performance on auto dealership business and impairment of goodwill on property management business of approximately HK\$30 million; and (iii) impairment of other intangible assets of film rights of approximately HK\$90 million.

The information contained in this announcement is only based on a preliminary assessment with reference to the information currently available to the Board, including the Unaudited Consolidated Management Accounts which have not been reviewed or audited by the Company's auditors or reviewed by the audit committee of the Company. The Company is still in the process of finalising the Group's interim financial results for the Period and therefore the actual results may differ from the information set out in this announcement. Details of the Group's interim financial results for the Period are expected to be announced by the end of November 2024.

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

By Order of the Board
New Sparkle Roll International Group Limited
JU Qinghao
Chairman

Hong Kong, 18 November 2024

As at the date of this announcement, the Company has two executive Directors, four non-executive Directors and four independent non-executive Directors. The executive Directors are Mr. JU Qinghao and Mr. QIU Peiyuan. The non-executive Directors are Mr. LI Qingsong, Mr. SZE Ka Ho, Mr. WU Peng and Mr. YOU Yiyang. The independent non-executive Directors are Mr. CHAN Man Kit, Mr. LIAO Kenan, Mr. NG Wai Hung and Ms. WANG Hui.