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AV PROMOTIONS HOLDINGS LIMITED

AV策劃推廣（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8419)

POSITIVE PROFIT ALERT

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of AV Promotions 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 in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board would like to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, according to the information currently available to the Company’s management and the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2018, the Group is expected to record a significant increase of net profit for the year ended 31 December 2018 as compared to that of the corresponding period in 2017, where the Group recorded a loss as a result of the significant listing expenses.

The Board considers that the expected increase in net profit for the year ended 31 December 2018 is mainly attributed to (i) the increase in revenue volume and average equipment rental prices; and (ii) the increase in the overall gross profit margin of the Group’s equipment rental services due to a better mixture of our products and services with higher profit margins.

As at the date of this announcement, the Group is still in the process of finalising the results of the Group for the year ended 31 December 2018. The information contained in this announcement is only based on the preliminary assessment after reviewing the unaudited consolidated management accounts of the Group for the year ended 31 December 2018 and the information currently available to the management of the Group. The information contained in this announcement have not been reviewed or audited by the Company’s auditors or audit committee of the Board and may be subject to change. Therefore, the financial results for the year ended 31 December 2018 may differ from the information contained in this announcement. Further details of the Group’s annual information and results for the year ended 31 December 2018 are expected to be announced by 25 March 2019.

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

By order of the Board
AV Promotions Holdings Limited
Wong Man Por
Chairman

Hong Kong, 15 March 2019

As at the date of this announcement, the Board comprises (i) four executive Directors, namely Mr. Wong Man Por (Chairperson), Mr. Wong Hon Po, Mr. Wong Chi Bor and Ms. Fu Bun Bun; and (ii) four independent non-executive Directors, namely Mr. Chow Chun To, Mr. Chen Yeung Tak, Mr. Cheung Wai Lun Jacky and Mr. Chan Wing Kee.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with 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 “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least seven days from the day of its publication. This announcement will also be published on the Company’s website at www.avpromotions.com.