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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)

FIRST QUARTERLY RESULTS ANNOUNCEMENT FOR THE THREE MONTHS ENDED 31 MARCH 2021

CHARACTERISTICS OF GEM OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE “STOCK EXCHANGE”)

GEM has been positioned as a market designed to accommodate small and mid-sized companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration.

Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

*This announcement, for which the directors (the “**Directors**”) of AV Promotions Holdings Limited (the “**Company**”) collectively and individually accept full responsibilities, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM Listing Rules**”) for the purpose of giving information with regard to the Company and its subsidiaries (collectively, the “**Group**”, “**we**”, “**our**” or “**us**”). 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.*

FINANCIAL HIGHLIGHTS

- The unaudited revenue of the Group was approximately HK\$13.1 million for the three months ended 31 March 2021, representing a slightly increase of approximately 4.0% from approximately HK\$12.6 million for the corresponding three months ended 31 March 2020.
- The unaudited net loss of the Group was approximately HK\$11.5 million for the three months ended 31 March 2021, representing an increase of approximately 16.2% from approximately HK\$9.9 million for the corresponding three months ended 31 March 2020.
- The board of Directors (the “**Board**”) does not recommend the payment of any dividend for the three months ended 31 March 2021.

The Board hereby announce the unaudited condensed consolidated results of the Group for the three months ended 31 March 2021 (the “**Reporting Period**”) together with the unaudited comparative figures for the corresponding period in 2020, as follows:

UNAUDITED CONDENSED CONSOLIDATED INCOME STATEMENT

For the three months ended 31 March 2021

	<i>Note</i>	Three months ended 31 March	
		2021	2020
		HK\$'000	HK\$'000
		(Unaudited)	(Unaudited)
Revenue	3	13,115	12,559
Cost of services	4	(18,431)	(15,172)
Gross loss		(5,316)	(2,613)
Other income		174	755
Other (losses)/gains, net		(8)	681
Selling expenses	4	(520)	(684)
Administrative expenses	4	(6,333)	(6,831)
Operating loss		(12,003)	(8,692)
Finance income	5	47	302
Finance expenses	5	(985)	(1,469)
Finance expenses – net		(938)	(1,167)
Loss before income tax		(12,941)	(9,859)
Income tax credit/(expenses)	6	1,425	(2)
Loss for the period attributable to owners of the Company		(11,516)	(9,861)
Basic and diluted losses per share for loss attributable to owners of the Company (HK cents)	8	(2.88)	(2.46)

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the three months ended 31 March 2021

	Three months ended 31 March	
	2021 <i>HK\$'000</i> (Unaudited)	2020 <i>HK\$'000</i> (Unaudited)
Loss for the period	(11,516)	(9,861)
Other comprehensive loss: <i>Item that may be reclassified to profit or loss</i>		
Currency translation differences	<u>(597)</u>	<u>(618)</u>
Total comprehensive loss for the period	<u>(12,113)</u>	<u>(10,479)</u>
Total comprehensive loss for the period attributable to owners of the Company	<u><u>(12,113)</u></u>	<u><u>(10,479)</u></u>

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Attributable to owners of the Company					Total HK\$'000
	Share capital HK\$'000	Share premium HK\$'000	Exchange reserve HK\$'000	Other reserves HK\$'000	Retained earnings HK\$'000	
As at 1 January 2020 (audited)	<u>4,000</u>	<u>41,901</u>	<u>(4,949)</u>	<u>5,314</u>	<u>75,327</u>	<u>121,593</u>
Comprehensive loss						
Loss for the period	-----	-----	-----	-----	(9,861)	(9,861)
Other comprehensive loss						
Currency translation differences	-----	-----	(618)	-----	-----	(618)
Total comprehensive loss	-----	-----	(618)	-----	(9,861)	(10,479)
As at 31 March 2020 (unaudited)	<u>4,000</u>	<u>41,901</u>	<u>(5,567)</u>	<u>5,314</u>	<u>65,466</u>	<u>111,114</u>
As at 1 January 2021 (audited)	<u>4,000</u>	<u>41,901</u>	<u>361</u>	<u>5,314</u>	<u>82,473</u>	<u>134,049</u>
Comprehensive loss						
Loss for the period	-----	-----	-----	-----	(11,516)	(11,516)
Other comprehensive loss						
Currency translation differences	-----	-----	(597)	-----	-----	(597)
Total comprehensive loss	-----	-----	(597)	-----	(11,516)	(12,113)
As at 31 March 2021 (unaudited)	<u>4,000</u>	<u>41,901</u>	<u>(236)</u>	<u>5,314</u>	<u>70,957</u>	<u>121,936</u>

NOTES TO THE UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

1 GENERAL INFORMATION

The Company was incorporated in the Cayman Islands on 23 February 2017 as an exempted company with limited liability under the Companies Act (2021 Revision), formerly known as the Companies Law (Cap. 22, Law 3 of 1961 as consolidated and revised) of the Cayman Islands. The address of the Company's registered office is Ocorian Trust (Cayman) Limited, Windward 3, Regatta Office Park, PO Box 1350, Grand Cayman KY1-1108, Cayman Islands.

The Company is an investment holding company and its subsidiaries are principally engaged in provision of visual, lighting and audio solution services in Hong Kong, the People's Republic of China ("PRC") and Macau (the "Business"). The ultimate holding company of the Company is Jumbo Fame Company Limited ("Jumbo Fame") incorporated in the British Virgin Islands ("BVI"). The ultimate controlling party of the Group is Mr. Wong Man Por ("Mr. MP Wong").

The shares of the Company (the "Shares") were listed on the GEM of The Stock Exchange Hong Kong Limited on 21 December 2017.

2 BASIS OF PREPARATION AND PRINCIPAL ACCOUNTING POLICIES

The unaudited condensed consolidated financial statements of the Group for the three months ended 31 March 2021 have been prepared in accordance with Hong Kong Financial Reporting Standards ("HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants, the disclosure requirements of the Hong Kong Companies Ordinance (Cap. 622 of the laws of Hong Kong) and the applicable disclosures required by the GEM Listing Rules.

These unaudited condensed consolidated financial statements are presented in Hong Kong dollars ("HK\$") and all values are rounded to the nearest thousand (HK\$'000) except when otherwise indicated.

The unaudited condensed consolidated financial statements has been prepared in accordance with the same accounting policies adopted in the annual audited financial statements for the year ended 31 December 2020, except for the accounting policy changes that are expected to be reflected in the annual financial statements for the year ending 31 December 2021 and they should be read in conjunction with the audited consolidated financial statements for the year ended 31 December 2020. The Group has adopted the following amendments to standards which are relevant to the Group's operations and are mandatory for the financial period beginning on 1 January 2021:

Amendments to HKAS 39, HKFRS 4, HKFRS 7, HKFRS 9 and HKFRS 16	Interest Rate Benchmark Reform – Phase 2
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The adoption of the above amendments to standards did not have any significant financial impact on these unaudited condensed consolidated financial statements.

3 REVENUE AND SEGMENT INFORMATION

(a) Revenue

Revenue from the provision of visual, lighting and audio solution services is recognised at the point over time when the services have been rendered. Revenue is measured at the fair value of the consideration received or receivable, and represents amounts receivable for services rendered, stated net of discounts and value added taxes.

The Group's revenue recognised during each of the three months ended 31 March 2021 and 2020 are as follows:

	Three months ended 31 March	
	2021	2020
	HK\$'000	HK\$'000
	(Unaudited)	(Unaudited)
Revenue from services	13,115	12,559

(b) Segment information

The Board has been identified as the chief operating decision makers.

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision makers. The Group provides visual, lighting and audio solution services. The resources are allocated based on what is most beneficial to the Group in enhancing the value as a whole, instead of any specific unit.

The Group's chief operating decision makers consider that the performance assessment of the Group should be based on the loss before income tax of the Group as a whole. Accordingly, the management considers there is only one operating segment.

Revenue based on the geographic location that the Group derives revenue from customers are as follows:

	Three months ended 31 March	
	2021	2020
	HK\$'000	HK\$'000
	(Unaudited)	(Unaudited)
Hong Kong	7,882	8,967
The PRC	5,233	3,132
Macau	—	460
Total	13,115	12,559

4 EXPENSES BY NATURE

	Three months ended 31 March	
	2021 HK\$'000 (Unaudited)	2020 HK\$'000 (Unaudited)
Auditors' remuneration	300	325
Depreciation of property, plant and equipment	3,006	3,230
Depreciation of right-of-use assets	1,300	1,284
Employee benefit expenses	14,362	12,587
Entertainment expenses	205	261
Equipment rental cost	3,457	3,204
Freight expenses	108	133
Material cost of consumables	366	111
Legal and professional fees	214	229
Travel expenses	305	296
Other expenses	1,661	1,027
	<hr/>	<hr/>
Total cost of services, selling expenses and administrative expenses	25,284	22,687

5 FINANCE INCOME AND EXPENSES

	Three months ended 31 March	
	2021 HK\$'000 (Unaudited)	2020 HK\$'000 (Unaudited)
Interest income		
– Bank interest income	47	302
	<hr/>	<hr/>
Finance income	47	302
	<hr/>	<hr/>
Interest expenses		
– Finance lease liabilities	(85)	(142)
– Borrowings	(900)	(1,327)
	<hr/>	<hr/>
Finance expenses	(985)	(1,469)
	<hr/>	<hr/>
Finance expenses – net	(938)	(1,167)

6 INCOME TAX (CREDIT)/EXPENSES

Pursuant to the enactment of two-tiered profits tax rates issued by the Inland Revenue Department of Hong Kong from the year of assessment 2018/19 onwards, the qualifying group entity's first HK\$2 million of assessable profits under Hong Kong profits tax for the three months ended 31 March 2021 and 2020 is subject to a tax rate of 8.25%, while the remaining assessable profits are subject to a tax rate of 16.5%.

PRC Enterprise Income Tax has been provided at the rate of 25% on the estimated assessable profits for the three months ended 31 March 2021 and 2020.

Macau complementary tax has been provided at the rate of 12% on the estimated assessable income exceeding MOP600,000 for the three months ended 31 March 2021 and 2020.

The amount of taxation (credited)/charged to the unaudited condensed consolidated income statement represents:

	Three months ended 31 March	
	2021	2020
	<i>HK\$'000</i>	<i>HK\$'000</i>
	(Unaudited)	(Unaudited)
Current income tax		
– Hong Kong	–	–
– The PRC	426	–
– Macau	–	–
	<u>–</u>	<u>–</u>
	426	–
	-----	-----
Deferred income tax	(1,851)	2
	<u>(1,851)</u>	<u>2</u>
Income tax (credit)/expenses	(1,425)	2
	<u>(1,425)</u>	<u>2</u>

7 DIVIDEND

The Board does not recommend the payment of any dividend for the three months ended 31 March 2021 (for the three months ended 31 March 2020: Nil).

8 BASIC AND DILUTED LOSSES PER SHARE

(a) Basic

The basic losses per share is calculated by dividing the loss attributable to owners of the Company, excluding any costs of servicing equity other than ordinary shares by the weighted average number of ordinary shares outstanding during the respective periods.

	Three months ended 31 March	
	2021	2020
	(Unaudited)	(Unaudited)
Loss attributable to owners of the Company (<i>HK\$'000</i>)	(11,516)	(9,861)
Weighted average number of shares in issue (<i>thousands shares</i>)	400,000	400,000
	<u>400,000</u>	<u>400,000</u>
Basic losses per share (<i>HK cents</i>)	(2.88)	(2.46)
	<u>(2.88)</u>	<u>(2.46)</u>

(b) Diluted

Diluted losses per share presented is the same as the basic losses per share as there were no potentially dilutive ordinary shares outstanding as at 31 March 2021 and 2020.

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW AND PROSPECTS

The Group is principally engaged in the provision of one-stop visual, lighting and audio solution services in Hong Kong, the PRC and Macau. The Group derived its revenue from provision of the aforesaid services to exhibitions, ceremonies, conferences, TV shows, product launches, concerts and other types of events.

Since early 2020, the outbreak of novel coronavirus disease (COVID-19) (the “**Pandemic**”) has adversely affected the overall economies in Hong Kong, the PRC and Macau. During the Reporting Period, the Group was engaged in 89 events compared with 117 events for corresponding period in 2020. The Group derived approximately 27.4% and 20.8% of its total revenue (three months period ended 31 March 2020: 63.5% and 5.6%) from exhibitions and conferences respectively during the three months ended 31 March 2021, the majority of which took place in Hong Kong and the PRC.

Although the impact of the Pandemic has adversely affected the financial performance of the Group in the first quarter of 2021, with the easing of the epidemic, the general public’s activities gradually returned to normal. We expect that the financial performance afterwards will be maintained to the level before the Pandemic. The Group is well confident to further improve its profitability and bring value to its stakeholders in the long run.

Looking forward, we will continue to take all the necessary measures to minimise the impact of the Pandemic on the Group and to actively explore business opportunities as the economies in Hong Kong, the PRC and Macau are expected to gradually recover.

FINANCIAL REVIEW

Revenue

The Group generates revenue from the provision of one-stop visual, lighting and audio solutions to its customers in various events, including exhibitions, ceremonies, conferences, TV shows, product launches, concerts and other types of events.

The Group’s revenue slightly increased from approximately HK\$12.6 million for the three months ended 31 March 2020 to approximately HK\$13.1 million for the Reporting Period, representing a slightly increase of approximately 4.0%.

Revenue analysis by geographical location

The following table sets forth the breakdown of the Group's revenue by geographical location during the Reporting Period with comparative figures for the three months ended 31 March 2020:

	Three months ended 31 March			
	2021		2020	
	<i>HK\$'000</i>	<i>%</i>	<i>HK\$'000</i>	<i>%</i>
	(Unaudited)		(Unaudited)	
Hong Kong	7,882	60.1	8,967	71.4
The PRC	5,233	39.9	3,132	24.9
Macau	–	0.0	460	3.7
Total	<u>13,115</u>	<u>100.0</u>	<u>12,559</u>	<u>100.0</u>

The slight increase in revenue was mainly due to increase in revenue in the PRC with relative more volume of visual, lighting and audio solution services required by our customers during the Reporting Period compared to the corresponding period in 2020.

Cost of services

Cost of services mainly comprised of equipment rental cost, depreciation of property, plant and equipment, employee benefit expenses paid to front line on-site technical staff, material cost of consumables and freight expenses of equipment delivery. The Group's cost of services increased by approximately 21.1% from approximately HK\$15.2 million for the three months ended 31 March 2020 to approximately HK\$18.4 million for the Reporting Period, which was mainly attributable to the increase in employee benefit expenses paid to front line on-site technical staff of approximately HK\$2.7 million.

Gross loss and gross loss margin

Gross loss of the Group for the Reporting Period amounted to approximately HK\$5.3 million (for the three months ended 31 March 2020: HK\$2.6 million), representing gross loss margin of approximately 40.5% (for the three months ended 31 March 2020: 20.8%). Despite our Group recorded a slightly increase in revenue, the increase in gross loss margin was mainly attributable to the increase in cost of services which was analysed above.

Selling expenses

Selling expenses mainly comprised staff costs of our Group's sales and marketing department, advertising expenses and travel expenses. The Group's selling expenses decreased by approximately 28.6% from approximately HK\$0.7 million for the three months ended 31 March 2020 to approximately HK\$0.5 million for the Reporting Period, which was due to the decrease in staff costs of sales and marketing department by approximately HK\$0.1 million.

Administrative expenses

Administrative expenses of the Group mainly comprised administrative staff costs, depreciation of office equipment and right-of-use assets, and other sundry expenses.

The Group's administrative expenses decreased by approximately 7.3% from approximately HK\$6.8 million for the three months ended 31 March 2020 to approximately HK\$6.3 million for the Reporting Period, which was mainly due to the decrease in administrative staff costs by approximately HK\$0.6 million.

Finance expenses, net

Net finance expenses of the Group mainly comprised interest on bank borrowings, interest expenses on finance lease liabilities and bank interest income.

The Group's net finance expenses decreased by approximately 23.1% from approximately HK\$1.17 million for the three months ended 31 March 2020 to approximately HK\$0.9 million for the Reporting Period, which was mainly due to the decrease in interest on borrowings.

Income tax (credit)/expenses

The Group is subject to income tax on an enterprise basis, based on profits arising in or derived from the jurisdictions in which members of the Group are domiciled and operate in.

Pursuant to the enactment of two-tiered profits tax rates issued by the Inland Revenue Department of Hong Kong from the year of assessment 2018/19 onwards, the qualifying group entity's first HK\$2 million of assessable profits under Hong Kong profits tax for the three months ended 31 March 2021 and 2020 is subject to a tax rate of 8.25%, while the remaining assessable profits are subject to a tax rate of 16.5%.

PRC Enterprise Income Tax has been provided at the rate of 25% on the estimated assessable profits for the three months ended 31 March 2021 and 2020.

Macau complementary tax has been provided at the rate of 12% on the estimated assessable income exceeding MOP600,000 for the three months ended 31 March 2021 and 2020.

Loss for the period

As a result of the foregoing, the Group's net loss amounted to approximately HK\$11.5 million for the Reporting Period, representing an increase of approximately HK\$1.6 million as compared with net loss of approximately HK\$9.9 million for the three months ended 31 March 2020.

SIGNIFICANT INVESTMENTS, MATERIAL ACQUISITIONS AND DISPOSALS

The Group had not made any significant investments or material acquisitions and disposals of subsidiaries during the Reporting Period (for the three months ended 31 March 2020: Nil).

CONTINGENT LIABILITIES

As at 31 March 2021, the Group had no material contingent liabilities (31 March 2020: Nil).

EXPOSURE TO FLUCTUATIONS IN EXCHANGE RATES

The Group's revenue and costs are primarily denominated in Hong Kong dollars and Renminbi. The Group currently does not have a foreign currency hedging policy. However, the Directors continuously monitor the related foreign exchange exposure and will consider hedging significant foreign currency exposure should the need arise. During the Reporting Period, the Group did not use any financial instruments for hedging purposes.

TREASURY POLICIES

The Group has adopted a prudent financial management approach towards its treasury policies and thus maintained a healthy liquidity position throughout the Reporting Period. The Group strives to reduce exposure to credit risk by performing ongoing credit assessments and evaluations of the financial status of its customers. To manage liquidity risk, the Board closely monitors the Group's liquidity position to ensure that the liquidity structure of the Group's assets, liabilities and other commitments can meet its funding requirements from time to time.

EMPLOYEES AND REMUNERATION POLICIES

As at 31 March 2021, the Group employed a total of 185 employees (31 March 2020: 198 employees) based in Hong Kong, the PRC and Macau. Employee costs (including the Directors' remuneration, wages, salaries, performance related bonuses, other benefits and contribution to defined contribution pension plans) amounted to approximately HK\$14.4 million for the Reporting Period (for the three months ended 31 March 2020: HK\$12.6 million). The Group will endeavor to ensure that the employees' salary levels are in line with industry practice and prevailing market conditions and that employees' overall remuneration is determined based on the Group's and their performance.

EVENTS AFTER THE REPORTING PERIOD

Save as disclosed in this announcement, the Board is not aware of any significant event requiring disclosure that has taken place subsequent to 31 March 2021 and up to the date of this announcement.

OTHER INFORMATION

DIRECTORS' AND CONTROLLING SHAREHOLDERS' INTERESTS IN CONTRACTS

Save as disclosed in this announcement, none of the Directors or an entity connected with any of them had any material interest, whether directly or indirectly, in any transaction, arrangement or contract of significance in relation to the business of the Group to which the Company or any of its subsidiaries, parent company or subsidiaries of the parent company was a party and subsisting at any time during or at the end of the Reporting Period.

As at 31 March 2021 and at any time during the Reporting Period, no contract of significance had been entered into between the Company, or any of its subsidiaries and the controlling shareholders of the Company or any of their subsidiaries.

DIRECTOR'S RIGHTS TO ACQUIRE SHARES OR DEBT SECURITIES

Save as disclosed in this announcement, at no time during the Reporting Period was the Company or any of its subsidiaries, or any of its fellow subsidiaries, a party to any arrangement to enable the Directors or chief executives of the Company (including their spouses or children under 18 years of age) to have any right to subscribe for securities of the Company or any of its specified undertakings as defined in the Companies (Directors' Report) Regulation (Cap 622D of the laws of Hong Kong) or to acquire benefits by means of acquisition of shares in, or debentures of, the Company or any other body corporate.

DIRECTORS' AND CONTROLLING SHAREHOLDERS' INTERESTS IN COMPETING BUSINESS

During the Reporting Period and up to the date of this announcement, the Directors are not aware of any business and interest of the Directors nor the controlling shareholders of the Company nor any of their respective close associates (as defined in the GEM Listing Rules) that compete or may compete with the business of the Group and any other conflict of interests which any such person has or may have with the Group.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted Rules 5.48 to 5.67 of the GEM Listing Rules as the code of conduct regarding securities transactions by Directors in respect of the shares of the Company (the "**Code of Conduct**"). After specific enquiries by the Company, all Directors have confirmed that they have fully complied with the required standard of dealings set out in the Code of Conduct during the Reporting Period and up to the date of this announcement.

DISCLOSURE OF DIRECTORS' INTERESTS

(a) Interests and short positions of Directors and chief executives in the shares, underlying shares and debentures of the Company and its associated corporations

As at 31 March 2021, the interests and short positions of the Directors or the chief executives of the Company in the shares, underlying shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Future Ordinance (the “SFO”)) which were required (i) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part V of the SFO (including interests and short positions which they were taken or deemed to have under such provisions of the SFO); or (ii) pursuant to section 352 of the SFO, to be entered into the register required to be kept therein; or (iii) pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules relating to securities transactions by directors to be notified to the Company and the Stock Exchange, were as follows:

(i) Interests in the Company

Name of Director	Capacity/ Nature of Interest	Number of Shares held/ interested in <i>(Note 1)</i>	Percentage of shareholding
Mr. MP Wong <i>(Notes 2 and 3)</i>	Interest of a controlled corporation; founder and beneficiary of a discretionary trust	290,000,000 (L)	72.5%
Mr. CB Wong <i>(Note 4)</i>	Interest of spouse	2,700,000 (L)	0.68%

Notes:

- The letter “L” denotes the person’s long position in the Shares.
- The 290,000,000 Shares are held by Mega King Elite Investment Limited (“**Mega King**”), a company wholly-owned by Jumbo Fame, which is in turn held by Trident Trust Company (HK) Limited (“**Trustee**”) acting as the trustee of The WMPE Family 2017 Trust. The WMPE Family 2017 Trust is an irrevocable discretionary trust set up by Mr. MP Wong as settlor and appointer and by the Trustee as the trustee on 10 April 2017. The beneficiaries of The WMPE Family 2017 Trust are Mr. MP Wong, Ms. Kong Suet Yau (“**Mrs. Wong**”) (the spouse of Mr. MP Wong), Mr. Wong Hin Hang (the son of Mr. MP Wong and Mrs. Wong), Ms. Wong Hin Fei (the daughter of Mr. MP Wong and Mrs. Wong), and such person as may be appointed as additional member or members of the class of eligible beneficiaries pursuant to a trust deed dated 10 April 2017 entered into by Mr. MP Wong as the settlor and the appointer and by the Trustee as the trustee (“**Trust Deed**”). Mr. MP Wong as settlor, appointer and a beneficiary of The WMPE Family 2017 Trust is deemed or taken to be interested in the 290,000,000 Shares held by Mega King.

3. Mr. MP Wong is the founder of the Group, an executive Director and the chairman of the Company. Mr. MP Wong is the sole director of Mega King and therefore Mr. MP Wong is deemed or taken to be interested in the entire issued share of Mega King and the 290,000,000 Shares beneficially owned by Mega King.
4. Mr. Wong Chi Bor (“**Mr. CB Wong**”) is the spouse of Ms. Yau Lai Ling (“**Ms. Yau**”) who holds 2,700,000 shares of the Company. Mr. CB Wong being the spouse of Ms. Yau is deemed to be interested in the 2,700,000 Shares held by Ms. Yau.

(ii) Long position in the shares of associated corporations

Name of Director	Name of associated corporation	Capacity/ Nature of Interest	Number of Shares held/ interested in <small>(Note 1)</small>	Percentage of shareholding
Mr. MP Wong <small>(Note 1)</small>	Mega King	Interest of a controlled corporation; founder and beneficiary of a discretionary trust	1	100%
Mr. MP Wong <small>(Note 1)</small>	Jumbo Fame	Founder and beneficiary of a discretionary trust	100	100%

Note:

1. Mr. MP Wong is the founder of the Group, an executive Director and the chairman of the Company. Mr. MP Wong is the sole director of Mega King and therefore Mr. MP Wong is deemed or taken to be interested in the entire issued share of Mega King. Mr. MP Wong as settlor, appointer and a beneficiary of The WMPE Family 2017 Trust is deemed or taken to be interested in the entire issued shares of Jumbo Fame. Mr. MP Wong is also one of the directors of Jumbo Fame.

Save as disclosed above, as at 31 March 2021, none of the Directors or the chief executives of the Company had any interests or short positions in the shares, underlying shares or debentures of the Company or its associated corporations (within the meaning of Part XV of the SFO) which were required (i) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part V of the SFO (including interests and/or short positions which they were taken or deemed to have under such provisions of the SFO); or (ii) pursuant to section 352 of the SFO, to be entered into the register required to be kept therein; or (iii) pursuant to Rules 5.46 to 5.67 of the GEM Listing Rules relating to securities transactions by directors to be notified to the Company and the Stock Exchange.

(b) Interests and short positions of the substantial shareholders and other persons in the shares, underlying shares and debentures of the Company and its associated corporations

As at 31 March 2021, so far as it is known to the Directors, the following persons (other than a Director or chief executives of the Company) had or were deemed to have interests or short positions in Shares or underlying Shares which were recorded in the register required to be kept by the Company under Section 336 of the SFO, or which would fall to be disclosed under the provisions of Divisions 2 and 3 of Part XV of the SFO:

Name of shareholder	Capacity/ Nature of Interest	Number of Shares held/ interested in (Note 1)	Percentage of shareholding
Mega King <i>(Note 2)</i>	Beneficial owner	290,000,000 (L)	72.5%
Jumbo Fame <i>(Note 2)</i>	Interest of controlled corporation	290,000,000 (L)	72.5%
Trustee <i>(Note 2)</i>	Trustee	290,000,000 (L)	72.5%
Mrs. Wong <i>(Note 3)</i>	Interest of spouse	290,000,000 (L)	72.5%

Notes:

1. The letter “L” denotes the person’s long position in the Shares.
2. The 290,000,000 Shares are held by Mega King, a company wholly-owned by Jumbo Fame, which is in turn held by the Trustee acting as the trustee of The WMPE Family 2017 Trust. The WMPE Family 2017 Trust is an irrevocable discretionary trust set up by Mr. MP Wong as settlor and appointer and by the Trustee as the trustee on 10 April 2017. The beneficiaries of The WMPE Family 2017 Trust are Mr. MP Wong, Mrs. Wong, Mr. Wong Hin Hang (the son of Mr. MP Wong and Mrs. Wong), Ms. Wong Hin Fei (the daughter of Mr. MP Wong and Mrs. Wong), and such person as may be appointed as additional member or members of the class of eligible beneficiaries pursuant to the Trust Deed. By virtue of the SFO, each of Jumbo Fame and the Trustee is deemed to be interested in all the Shares held by Mega King.
3. Mrs. Wong is the spouse of Mr. MP Wong and is deemed or taken to be interested in all the Shares held by Mega King for the purpose of the SFO.

Save as disclosed above, as at 31 March 2021, the Directors have not been notified by any person who had interests or short positions in the Shares or underlying Shares as recorded in the register required to be kept pursuant to Section 336 of the SFO, or which would fall to be disclosed under the provisions of Divisions 2 and 3 of Part XV of the SFO.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

Neither the Company nor any of its subsidiaries redeemed, purchased or sold any of the Company’s securities during the Reporting Period.

CORPORATE GOVERNANCE PRACTICE

The Board is responsible for performing the corporate governance duties in the Corporate Governance Code and Corporate Governance Report (the “**CG Code**”) as set out in Appendix 15 of the GEM Listing Rules, which includes developing and reviewing the Company’s policies and practices on corporate governance, training and providing continuous professional development of Directors, and reviewing the Company’s compliance with the principle and applicable code provisions in the CG Code and disclosures in this announcement.

During the Reporting Period and up to the date of this announcement, the Company has complied with the code provisions of the CG Code.

COMMUNICATION WITH SHAREHOLDERS AND INVESTOR RELATIONS

The Company believes that maintaining a high level of transparency is key to enhancing investor relations. The Company is committed to a policy of open and timely disclosure of corporate information to the shareholders of the Company (the “**Shareholders**”) and the public. The annual general meetings and other general meetings of the Company are the primary communication forum between the Company and its Shareholders. The Board, appropriate senior management and the external auditor will attend the general meetings to answer the Shareholders’ questions. In addition, the Company updates its Shareholders on its latest business developments and financial performance through its annual, interim and quarterly reports. The corporate website of the Company (www.avpromotions.com) has provided an effective communication platform to its Shareholders and the public.

Tricor Investor Services Limited, the Hong Kong branch share registrar of the Company, serves the Shareholders in respect of share registration, dividend payments and related matters.

SHARE OPTION SCHEME

The Company has adopted a share option scheme on 1 December 2017 (the “**Share Option Scheme**”). The principal terms of the Share Option Scheme are summarised in Appendix IV to the prospectus of the Company dated 8 December 2017 and are in accordance with the provisions of Chapter 23 of the GEM Listing Rules. The main purpose of the Share Option Scheme is to attract and retain the best available personnel, to provide additional incentive to employees (full-time and part-time), directors, consultants, advisers, distributors, contractors, suppliers, agents, customers, business partners and service providers of the Group, and to promote the success of the business of the Group.

No share option has been granted, exercised, cancelled or lapsed under the Share Option Scheme since the adoption of the Share Option Scheme and there was no share option outstanding as at 31 March 2021.

DIVIDEND

The Board does not recommend the payment of any dividend for the Reporting Period (for the three months ended 31 March 2020: Nil).

AUDIT COMMITTEE

The Company established the Audit Committee in compliance with Appendix 15 to the GEM Listing Rules which comprises three independent non-executive Directors, namely Mr. Chen Yeung Tak, Mr. Cheung Wai Lun Jacky and Mr. Chan Wing Kee. Mr. Chen Yeung Tak is the chairman of the Audit Committee. The Company has also established the written terms of reference of the Audit Committee in compliance with Rules 5.28 to 5.33 of the GEM Listing Rules and code provisions C3.3 and C3.7 of the CG Code.

The Audit Committee has reviewed the first quarterly results for the Reporting Period. The Audit Committee is of the view that the unaudited condensed consolidated financial statements have been prepared in accordance with the applicable accounting standards, the GEM Listing Rules and the statutory provisions, and sufficient disclosures have already been made.

The unaudited condensed consolidated financial results for the three months ended 31 March 2021 have not been audited or reviewed by the Company's auditors.

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

Hong Kong, 10 May 2021

As at the date of this announcement, the executive Directors are Mr. Wong Man Por, Mr. Wong Hon Po, Mr. Wong Chi Bor and Ms. Fu Bun Bun, and the independent non-executive Directors are Mr. Chen Yeung Tak, Mr. Cheung Wai Lun Jacky and Mr. Chan Wing Kee.

This announcement will remain on the "Latest Company Announcements" page on the GEM website at www.hkgem.com for at least seven days from the date of its publication and on the Company's website at www.avpromotions.com.