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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 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 of The Stock Exchange (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 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (“**6M2021**”) and the information currently available, the Group is expected to record a profit attributable to the owners of the Company for 6M2021 of not less than approximately HK\$0.5 million, as compared to the loss attributable to the owners of the Company for the six months ended 30 June 2020 (“**6M2020**”) of approximately HK\$17.9 million, or the adjusted loss attributable to the owners of the Company (by excluding the listing expenses of approximately HK\$3.5 million) for 6M2020 of approximately HK\$14.4 million.

Based on the information currently available, the Board considers that such expected profit of the Group for 6M2021 as compared to the loss for 6M2020 was mainly attributable to (i) the substantial increase in revenue primarily due to the resumption of events in Hong Kong and the People’s Republic of China as a result of the gradual lift of the anti-epidemic measures; and (ii) the decrease in administrative expenses, which was primarily driven by the decrease in professional fees for transfer of listing incurred during 6M2020 which were non-recurring in nature, offset by the decrease in the government grant from the Hong Kong government received during 6M2020 which were non-recurring in nature.

The information in this announcement is only based on the information currently available to the Board and the preliminary review of the unaudited consolidated management accounts of the Group for 6M2021 by the Board and may be subject to adjustments. The unaudited consolidated management accounts of the Group for 6M2021 have not yet been finalised and the information in this announcement has not been reviewed by the audit committee of the Company, and has not been audited or reviewed by the auditor of the Company. The actual interim results of the Group for 6M2021 may be different from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the Company's interim results announcement for 6M2021, which is expected to be published on or around 11 August 2021 in accordance with the GEM Listing Rules.

**Shareholders and potential investors 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 and Executive Director*

Hong Kong, 4 August 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, 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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) 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 Listed Company Information" page on the GEM website at [www.hkgem.com](http://www.hkgem.com) for at least seven days from the date of its publication and on the Company's website at [www.avpromotions.com](http://www.avpromotions.com).*