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SAMSON HOLDING LTD.

順誠控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00531)

PROFIT WARNING

This announcement is made by Samson Holding Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary assessment of the unaudited financial information of the Group for the year ended 31 December 2020 (the “**Year**”), the Group expected to record a loss of approximately US\$15.5 million for the Year as compared to a loss of US\$48.5 million for the corresponding year in 2019.

The expected loss for the Year is mainly attributable to the global outbreak of coronavirus disease 2019 (the “**COVID-19**”) since the beginning of 2020, numerous countries and regions have adopted a series of stringent measures to prevent and control the COVID-19, including work stoppages, business shutdowns, social distancing, travel restrictions and regional lockdowns. The COVID-19 pandemic has significant adverse impact on the international supply chains, shipping networks and ports which resulted in postponement of lots of confirmed orders and decrease in sales of approximately 13.0% for the Year as compared to the corresponding year in 2019.

The Group has adopted precautionary and control measures to mitigate the impact of the COVID-19 pandemic on the Group’s operations, including but not limited to flexible work-from-home practices, procurement of hygiene products for pandemic prevention and control, education on the employees about hygienic practices and daily workplace inspection to reduce the risks of COVID-19 transmission. The Group also implemented number of stringent cost control measures, as well as exploring new distribution channels to mitigate impact of the pandemic on the business of the Group. However, as there are uncertainties on full market recovery, the Group will stay vigilant and will closely monitor the developments of the COVID-19 on financial market in order to react accordingly and minimize the impact on the financial position and operating result of the Group.

The information contained in this announcement is made solely on the basis of assessment by the Board with reference to the unaudited financial information of the Group for the time being, which have not been reviewed or confirmed by the external auditors of the Company or the audit committee of the Company and are subject to further internal review by the Board and review by external auditors of the Company. Details of the Group's financial performance will be contained in the annual financial results of the Group for the Year, which is expected to be published by the end of March 2021.

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

For and on behalf of the Board
Samson Holding Ltd.
Shan Huei KUO
Chairman

10 March 2021

As at the date of this announcement, Mr. Shan Huei KUO (Chairman), Ms. Yi-Mei LIU and Mr. Mohamad AMINOZZAKERI are the executive directors of the Company; Mr. Sheng Hsiung PAN is the non-executive director of the Company; and Mr. Ming-Jian KUO, Mr. Siu Ki LAU and Mr. Sui-Yu WU are the independent non-executive directors of the Company.

* *For identification purposes only*