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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)

POSITIVE PROFIT ALERT

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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors, that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2021 and the information currently available to the Group, the Group expects to record a profit of not less than approximately US\$11.0 million for the six months ending 30 June 2021 (the “**Period**”) as compared with the loss of approximately US\$16.6 million for the corresponding period in 2020. Such improvement in financial performance was primarily attributable to, among others, (i) increased gross margins and operating margins of the Group due to rising demand, effective cost and operating expenses control; and (ii) reversal of impairment of property, plant and equipment of approximately US\$4.5 million as a result of the increase of the recoverable amount due to the change of use of the Group’s premises in the People’s Republic of China from self-occupied to rental properties in June 2021.

The information contained in this announcement is based on the preliminary assessment of the Group’s latest management accounts for the five months ended 31 May 2021 and the information currently available to the Group. The Group’s interim results are subject to review by the Board, and the audit committee of the Board. Therefore, the actual results of the Group for the Period may differ from the information contained in this announcement. Shareholders and potential investors are advised to refer to the details in the interim results announcement of the Company for the Period, which is expected to be published by the end of August 2021.

Shareholders of the Company and potential investors 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

30 June 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*