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Amuse Group Holding Limited

佰悅集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8545)

POSITIVE PROFIT ALERT

This announcement is made by Amuse Group Holding Limited (the “**Company**” and 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 of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under 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 hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Board’s preliminary review of the unaudited consolidated management accounts (the “**Management Accounts**”) of the Company for the three months ended 30 June 2023 (the “**Period**”) which have not been audited by the auditors of the Company nor reviewed by the audit committee of the Company, it is expected that the Group may record a profit of not less than HK\$0.5 million attributable to owners of the Company for the Period, as compared with the loss of approximately HK\$0.7 million for the three months ended 30 June 2022 (the “**Corresponding Period**”). Based on the information available to the Company immediately preceding the publication of this announcement, the Board considers that the increase of profit during the Period was mainly attributable to (i) revenue from the distribution of imported toys has increased sharply by approximately 59.9%; (ii) the sales of ODM toys has increased more than 10% and continues to account for the largest portion of the sales business segment of the Group.

The information contained in this announcement is only based on the Board’s assessment of the information currently available to the Company and the Management Accounts. The Company is still in the process of finalising such accounts. The Company expects to publish an announcement on the first quarterly result of the Group for the three months ended on 30 June 2023, which is expected to be published on 11 August 2023.

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

By order of the Board
Amuse Group Holding Limited
Li Wai Keung
Chairman and Executive Director

Hong Kong, 4 August 2023

As at the date of this announcement, the Board comprises Mr. Li Wai Keung, Mr. To Hoi Pan and Ms. Lee Kwai Fong as executive Directors; Mr. Lee Ming Yeung Michael, Mr. Wei Qing and Mr. Chu Wai Tak as non-executive Directors; and Mr. Yu Pui Hang, Ms. Chow Chi Ling Janice and Mr. Tung Man as independent non-executive Directors.

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, 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 GEM website at www.hkgem.com on the “Latest Listed Company Information” page for at least 7 days from the date of its posting and on the Company’s website at www.amusegroupholding.com.