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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)**

### **PROFIT WARNING**

This announcement is made by Amuse Group Holding Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10(2) 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 year ended 31 March 2024 (the “**Year**”) 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 more than HK\$1.0 million attributable to owners of the Company for the Year, as compared with the profit of approximately HK\$5.7 million for the year ended 31 March 2023 (the “**Prior Year**”). Based on the information available to the Company immediately preceding the publication of this announcement, the Board considers that the decrease of profit during the Year was mainly attributable to (i) revenue decreased by approximately 7.1% to approximately HK\$219,190,000 for the Year from approximately HK\$235,963,000 for the Prior Year. The decrease in revenue was mainly due to the significant decrease in sales of ODM toys. On the other hand, the gross profit margin decreased by approximately 10.8% to approximately 17.3 % for the Year from approximately 19.4% for the Prior Year, which due to the production costs of the suppliers in Mainland China continued to rise and the cost increase was passed to the Group; (ii) the Group shared the loss of one of the associate companies which is suffering difficult times due to the economic downturn, increased competition, and operational challenges to the associate company which was struggling to maintain profitability; and (iii) the Hong Kong stock market showed a rather volatile trend throughout the Year, resulting in a loss on the Group’s investment in securities from changes in the fair value of financial assets at fair value through profit or loss.

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 annual result of the Group for the Year on 27 June 2024.

**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, 25 June 2024

*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. Chu Wai Tak as non-executive Director; 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](http://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](http://www.amusegroupholding.com).*