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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 the information currently available to the Company and preliminary assessment of the unaudited financial information of the Group for the year ended 31 December 2022 (the “**Year**”), the Group expected to record a profit of approximately US\$15.0 million for the Year as compared to a profit of approximately US\$27.2 million for the corresponding year in 2021.

The expected decrease in profit for the Year is mainly attributable to (i) the Group no longer recorded any reversal of impairment of property, plant and equipment for the Year (2021: approximately US\$7.0 million); and (ii) the increase in net loss on held-for-trading investments as a result of the bearish equity market due to significant interest hikes in 2022.

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 2023.

**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*

17 March 2023

*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*