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# Max Sight Photo 名仕快相

**Max Sight Group Holdings Limited**

**名仕快相集團控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8483)**

## **POSITIVE PROFIT ALERT**

This announcement is made by the board of directors (the “**Board**”) of Max Sight Group Holdings 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 (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 wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available to the Board and a preliminary review of the unaudited consolidated financial statements of the Group for the year ended 31 December 2023 (the “**2023 Management Accounts**”), the Group is expected to record net profit after tax of not less than approximately HK\$8.0 million for the year ended 31 December 2023 as compared to the net loss after tax of approximately HK\$12.4 million for the year ended 31 December 2022 primarily attributable to (i) the revenue of not less than approximately HK\$80.2 million recorded for the year ended 31 December 2023, representing an increase in revenue of not less than approximately HK\$48.9 million from approximately HK\$31.3 million for the year ended 31 December 2022, thus resulting in an increase in gross profit of approximately HK\$21.8 million from approximately HK\$5.1 million for the year ended 31 December 2022 to approximately HK\$26.9 million for the year ended 31 December 2023 ; partially offset by (ii) the decrease in other income of approximately HK\$1.5 million mainly due to the decrease in gain on lease modification. Such significant increase in revenue and gross profit was mainly due to the increase in revenue in photography services business as a result of the relaxation of certain social distancing measures and immigration control policies at the end of 2022 which lead a substantial demand on the photography services business in Hong Kong.

The Group is still in the process of finalizing the 2023 Management Accounts. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the 2023 Management Accounts and other information currently available to the Group which have not been audited or reviewed by the auditor and audit committee of the Group. Further details of the Group’s financial information and performance will be disclosed in the annual results announcement of the Group for the year ended 31 December 2023, which is expected to be released on or before 22 March 2024.

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

By order of the Board  
**Max Sight Group Holdings Limited**  
**Chan Wing Chai, Jamson**  
*Chairman and Executive Director*

Hong Kong, 8 March 2024

*As at the date of this announcement, the executive directors are Mr. Chan Wing Chai, Jamson, Mr. Chan Tien Kay, Timmy and Dr. Chan Wing Lok, Brian; the non-executive director is Mr. Riccardo Costi; and the independent non-executive directors are Mr. Ngai James, Mr. Hui Chi Kwan and Mr. Kwok Tsun Wa.*

*This announcement, for which the directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange 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 “Latest Listed Company Information” page of The Stock Exchange of Hong Kong Limited website at [www.hkexnews.hk](http://www.hkexnews.hk) for a minimum period of 7 days from the date of publication and on the website of the Company at [www.maxsightgroup.com](http://www.maxsightgroup.com).*