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## **Prinx Chengshan Holdings Limited**

**浦林成山控股有限公司**

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

**(Stock Code: 1809)**

### **POSITIVE PROFIT ALERT**

Prinx Chengshan Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby makes this announcement pursuant to Rule 13.09 (2) (a) 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 of the 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 that, based on the Company’s preliminary assessment of the internal unaudited consolidated management accounts for the six months ended June 30, 2024 and the information currently available, it is expected that the profit attributable to owners of the Company for the six months ended June 30, 2024 will be in the range of approximately RMB752 million to RMB850 million, representing an increase of approximately 130% to 160% as compared to the same period of 2023.

Based on the information available to the Board, the Board is of the view that the expected significant increase in profit as compared to the corresponding period of last year is mainly attributable to the growth in production and sales of the domestic automobile industry, the steady increase in demand in the overseas tire market and the refund of anti-dumping duties on tires for passenger cars and light trucks originated from Thailand. Driven by technological innovation, the Group has been continuing to optimize its product structure and business structure, and achieves significant results. The high value-added and deep connotation product matrix has been recognized by both domestic and international customers, effectively increasing the Group’s market share and penetration rate in the segmented markets, and significantly enhancing profitability. For the six months ended June 30, 2024, the Group achieved a sales volume of 13.8 million tires (11.5 million tires in the same period of 2023), representing a year-on-year increase of 19%. Of which, sales volume in overseas markets increased by approximately 21% year-on-year, and sales volume of passenger car tires increased by approximately 25% year-on-year. Meanwhile, benefiting from the improvement of product competitiveness, the Company’s gross profit margin improved significantly year-on-year.

As at the date of this announcement, the Company is still in the process of preparing the interim results of the Company for the six months ended June 30, 2024 (the “**2024 Interim Results**”). The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Company for the six months ended June 30, 2024, which have not been reviewed by the Company’s auditors nor confirmed by the audit committee of the Company, and the information currently available. These financial information are subject to finalisation and necessary adjustments. The Company expects to announce the 2024 Interim Results by the end of August 2024. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company when it is published.

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

By Order of the Board  
**Prinx Chengshan Holdings Limited**  
**Che Hongzhi**  
*Chairman and Non-executive Director*

Shandong, the PRC, July 19, 2024

*As at the date of this announcement, the Board comprises Mr. Che Baozhen, Mr. Shi Futao and Mr. Jiang Xizhou as executive Directors; Mr. Che Hongzhi, Ms. Wang Ning and Mr. Shao Quanfeng as non-executive Directors; Mr. Jin Qingjun, Mr. Choi Tze Kit Sammy and Mr. Wang Chuansheng as independent non-executive Directors.*