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## **Plus Group Holdings Inc.**

## **普樂師集團控股有限公司**

*(A company incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2486)**

### **PROFIT WARNING**

This announcement is made by Plus Group Holdings Inc. (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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of the directors (the “**Director(s)**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and the potential investors of the Company that, based on the preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2024 (the “**Reporting Period**”) and other information currently available to the Board, the Group is expected to record a net loss of not less than RMB2 million for the Reporting Period, as compared to the net profit of approximately RMB24.5 million for the six months ended 30 June 2023.

The Board considers that such net loss was mainly attributable to the decrease in gross profit as a result of (i) the decrease in revenue caused by the downward adjustments of investment in offline marketing and promotion by brand and distributor customers during the Reporting Period as a slower than anticipated market growth was evident during the Reporting Period, compared to the rebound in growth in the corresponding period of last year following the relaxation of the national COVID-19 prevention measures; and (ii) the increase in the cost of services as the Group adopted the strategies to serve more customers with relatively lower gross profit as well as improve and optimise its services and inputs for existing major customers in order to maintain its market share in the face of the continued and intensified market competition.

As of the date of this announcement, the Company is still in the process of finalising the interim results of the Group for the Reporting Period. Information contained in this announcement is only based on the preliminary review made by the Board with reference to the unaudited consolidated management accounts for the Reporting Period and other currently available information, and such financial data or information have not been confirmed, reviewed or audited by the Company's independent auditors and has not been reviewed by the audit committee of the Company, which may be subject to adjustments. The actual results of the Group for the Reporting Period may be different from those disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the Group's interim results announcement for the Reporting Period, which will be published by the end of August 2024.

**Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Plus Group Holdings Inc.**

**Mr. Sun Guangjun**

*Chairman, executive Director and chief executive officer*

Hong Kong, 9 August 2024

*As at the date of this announcement, the Board comprises Mr. Sun Guangjun as the chairman, an executive Director and chief executive officer, and Mr. Yang Hong as an executive Director, and Mr. Lau Man Tak, Ms. Li Yingkai and Mr. Ngan Wing Ho as independent non-executive Directors.*