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OOH Holdings Limited
奧傳思維控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8091)

PROFIT WARNING

This announcement is made by OOH Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10(2)(a) 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 wishes to inform shareholders of the Company and potential investors that based on the latest review of the unaudited management accounts (the “**Latest Management Accounts**”) of the Group for the three months period ended 30 June 2018 (“**3M2019**”), the Group is expected to record a net loss for 3M2019 as compared to a net profit for the three months period ended 30 June 2017 (“**3M2018**”). The decline is mainly attributable to the following factors:

- (i) the decrease of revenue generated from hospital advertising during 3M2019 as compared to that of 3M2018 due to the completion of the contract entered into between the Company and the authority which operates the public hospitals in relation to the provision of panel advertising services on 30 April 2018 (please refer to the Company’s profit warning and business update announcement dated 10 May 2018 for further details);
- (ii) the continued decline of revenue generated from the health and beauty retail stores advertising. The Group has decided not to extend the contract of media platform with unsatisfactory performance to concentrate our resources on profitable media platforms and expand our new lines of business. In particular, the Group decided to close down the entire media platform in the health and beauty retail stores after 30 June 2018, being the completion date of the contract; and
- (iii) the decrease of gross profit margin in minibus advertising. Such decrease was mainly due to the increase of the license fees paid/payable to our licensors for expanding our exclusive advertising spaces in the minibus network.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the Latest Management Accounts and the information currently available to the Company. Such information has not been reviewed or confirmed by the auditor or the audit committee

of the Company. Further details of the Group's performance will be disclosed in the first quarterly results announcement of the Company for the three months period ended 30 June 2018, which is expected to be published on 8 August 2018.

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

By order of the Board of
OOH Holdings Limited
CHAU Wai Chu Irene
Chairlady and Chief Executive Officer

Hong Kong, 26 July 2018

As at the date of this announcement, the Directors are:

Executive Directors

Ms. CHAU Wai Chu Irene (*Chairlady and Chief Executive Officer*)

Ms. CHEUNG Kit Yi

Mr. LEAN Chun Wai

Non-Executive Director

Mr. DA SILVA Antonio Marcus

Independent Non-Executive Directors

Ms. AU Shui Ming Anna

Mr. LIANG Man Kit Jerry

Mr. HO Alfred Chak Wai

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 "Latest Company Announcements" page of the GEM website (www.hkgem.com) for at least 7 days from the date of its publication and on the website of the Company (www.ooh.com.hk).