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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).

Reference is made to the Company’s profit warning announcement dated 31 October 2018 and the Company’s announcement of the interim results for the six months ended 30 September 2018 dated 7 November 2018. 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 nine months period ended 31 December 2018 (“**9M2019**”), while the Group’s net profit for the three months period ended 31 December 2018 was similar to that for the corresponding period in 2017, the Group is expected to record a marginal loss attributable to shareholders for 9M2019 as compared to a net profit for the nine months period ended 31 December 2017 (“**9M2018**”). The decline is mainly attributable to the following factors:

- (i) the decrease of revenue and gross profit contribution from hospital advertising during 9M2019 as compared to that of 9M2018 due to the completion of the contract entered into between the Group 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 increase in selling expenses in particular due to the increase in commission paid to our sales team for the development of new media platforms and the realization of the annual volume rebate scheme paid to our agency clients; and
- (iii) the increase in administrative expenses in particular due to the increase in director’s remuneration, staff welfare, motor car and depreciation expenses.

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 third quarterly results announcement of the Company for 9M2019, which is expected to be published on 11 February 2019.

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, 25 January 2019

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).