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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 the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM 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 (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 2017 (“**3M2018**”), while the Group is expected to report a net profit for 3M2018 compared to a net loss for the three months period ended 30 June 2016 (“**3M2017**”), the Group’s net profit for 3M2018 is expected to record a significant decline of around 75% as compared to the Group’s net profit before deduction of the listing expenses for 3M2017 (the “**Adjusted 3M2017 Net Profit**”).

The Board considers that the significant decline in the net profit of the Group for 3M2018 as compared to the Adjusted 3M2017 Net Profit is mainly attributable to:

- (i) the decrease in revenue of approximately 11%. As disclosed in the prospectus of the Company dated 23 December 2016, the Group recorded an increase in revenue during 3M2017 compared to that for the three months ended 30 June 2015 mainly as a result of the advertising campaigns by political parties during 3M2017 due to the Hong Kong Legislative Council election in September 2016, which led to the high demand for minibus and taxi advertising spaces during 3M2017. As there was no such similar advertising campaigns during 3M2018, the Group’s revenue for the period recorded a decrease compared to that for 3M2017;
- (ii) the increase in selling expenses of approximately HK\$580,000 mainly as a result of an increase in marketing expenses in relation to certain non-recurring celebration activities upon successful listing of the Company, and an increase in overseas travelling expenses due to business development activities outside of Hong Kong during 3M2018; and

(iii) the increase in administrative expenses of approximately HK\$945,000 mainly as a result of an increase in professional fees after listing including compliance adviser fee, share registration fee and financial report printing fee, and an upward adjustment of staff salaries following the successful listing of the Company.

With reference to the Latest Management Accounts and based on the information currently available, the Group is expected to record a significant decline of around 75% in the net profit for 3M2018 as compared to the Adjusted 3M2017 Net Profit.

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 Company's 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 2017, which is expected to be published in mid-August 2017.

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, 2 August 2017

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 Rules Governing the Listing of Securities on the Growth Enterprise Market (the "GEM") of The Stock Exchange of Hong Kong Limited 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).