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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 (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 (“**Shareholders**”) 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 2022 (“**9M2023**”), the Group is expected to record a net loss of approximately HK\$5.1 million for 9M2023 as compared to a net profit of approximately HK\$2.9 million for the nine months period ended 31 December 2021 (“**9M2022**”).

The expected deterioration of the results from a net profit for 9M2022 to a net loss for 9M2023 was mainly attributable to a combination of (i) the decrease of overall revenue of the Group by approximately 23.6% from approximately HK\$43.3 million for 9M2022 to approximately HK\$33.1 million for 9M2023; and (ii) the decrease of overall gross profit margin of the Group from approximately 45.4% for 9M2022 to approximately 35.5% for 9M2023. The Directors believe that such decreases were mainly contributed by (i) the outbreak of the fifth wave of COVID-19 in early 2022 and the high number of infection cases during the period which led to poor market sentiment; and (ii) the absence of revenue generated from the election campaign for 2021 Hong Kong Legislative Council which ended in December 2021.

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 9M2023, which is expected to be published on 7 February 2023.

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, 30 January 2023

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

Executive Directors

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

Mr. LEAN Chun Wai

Non-Executive Director

Mr. DA SILVA Antonio Marcus

Independent Non-Executive Directors

Mr. LAM Yau Fung Curt

Ms. SUEN Wan Nei Winnie

Ms. LAM Hiu Ying

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 Listed Company Information” page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of its posting. This announcement will also be published on the website of the Company at www.ooh.com.hk.