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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 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 25 October 2017 and the Company’s announcement of the interim results for the six months ended 30 September 2017 (“**6M2018**”) dated 7 November 2017 (together the “**Announcements**”). As disclosed in the Announcements, while the Group recorded a net profit for 6M2018 as compared to a net loss for the six months period ended 30 September 2016 (“**6M2017**”), the Group’s net profit for 6M2018 represented a significant decline of around 80% as compared to that for 6M2017 before deduction of listing expenses, which decline was mainly attributable to the following factors (the “**Factors**”):

- (i) the decrease in revenue during 6M2018 as compared to that for 6M2017 which revenue was high mainly due to the high demand for minibuss and taxi advertising spaces as a result of the advertising campaigns by political parties prior to the Hong Kong Legislative Council election in September 2016;
- (ii) the increase in marketing expenses in relation to certain non-recurring celebration activities upon successful listing of the Company, and the increase in overseas travelling expenses due to business development activities outside of Hong Kong;
- (iii) the increase in administrative expenses 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; and
- (iv) the increase in license fees paid for licensing additional exclusive advertising spaces in the minibuss network during 6M2018.

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 2017 (“9M2018”), while the Group is expected to record an increase in net profit for 9M2018 as compared to that for the nine months period ended 31 December 2016 (“9M2017”), the Group’s net profit for 9M2018 is expected to record a significant decline of around 75% as compared to that for 9M2017 before deduction of listing expenses, which decline is mainly attributable to the Factors as disclosed in the Announcements.

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 the nine months period ended 31 December 2017, which is expected to be published on 7 February 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, 30 January 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 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).