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SMART GLOBE HOLDINGS LIMITED

竣球控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1481)

PROFIT WARNING

This announcement is made by Smart Globe Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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).

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available, the board of directors of the Company (the “**Board**”) wishes to inform its shareholders and potential investors that (i) the revenue of the Group for the year ended 31 December 2024 (“**FY2024**”) is expected to be not less than HK\$110 million (including the revenue generated from the Group’s new logistics business in Sub-Saharan Africa, which forms part of the Group’s new supply chain management services segment, further details of which was set out in the announcement of the Company dated 5 August 2024), as compared to the audited revenue of approximately HK\$97.2 million recorded by the Group for the year ended 31 December 2023 (“**FY2023**”); and (ii) the loss after tax of the Group for FY2024 is expected to range between approximately HK\$11 million and HK\$13 million, as compared to the audited loss after tax of approximately HK\$3.7 million recorded by the Group for FY2023.

Based on the information currently available to the Group, the increase in loss after tax for FY2024 was mainly attributable to (i) the more competitive pricing strategy adopted by the Group amid intense market competition to attract more customer orders for its printing business during FY2024, as a result of which the Group recorded an increase in revenue but a decrease in gross profit margin and gross profit for FY2024; and (ii) an increase in administrative expenses, including professional and legal fees, in relation to commencement of logistics business in Sub-Saharan Africa.

As at the date of this announcement, the Company is in the process of finalising the consolidated financial results of the Group for FY2024. The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited management accounts of the Group for FY2024, which has not been audited by the Group's auditor or reviewed by the audit committee of the Company. The actual financial results of the Group for FY2024 may differ from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the Company in relation to the annual results of the Group for FY2024 which is expected to be published before the end of March 2025 in accordance with the Listing Rules.

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

By order of the board of directors of
Smart Globe Holdings Limited
Ng Ho Lun
Chairman

Hong Kong, 28 February 2025

As at the date of this announcement, the executive Directors are Mr. NG Ho Lun, Mr. CHU Lok Fung Barry, Mr. CHEN Kun and Mr. LAM Tak Ling Derek; and the independent non-executive Directors are Dr. WU Ka Chee Davy, Mr. YIU Ho Chi Stephen and Ms. LAW Ying Wai Denise.