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PC PARTNER GROUP LIMITED

栢能集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1263)

PROFIT WARNING FOR THE PERIOD ENDED 30 JUNE 2023

This announcement is made by PC Partner Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the latest available unaudited consolidated management accounts of the Group for the first five months ended 31 May 2023, the Board expects a considerable disparity in its financial performance for the first six months of 2023 and that for the same period of 2022. For the six months ended 30 June 2022, the Group recorded unaudited profit attributable to Shareholders in the amount of HK\$802.1 million. However, based on the unaudited consolidated management accounts of the Group for the five months ended 31 May 2023, the Group recorded unaudited profit attributable to Shareholders in the amount of approximately HK\$14 million. The substantial decrease in profit attributable to Shareholders is mainly attributable to the decrease in demand for video graphics cards which resulted in a decrease in the average selling price and the sales volume. The decrease in demand is due to the continuation of the war in Ukraine and the world-wide increase in interest rate. In recent years, business of the Group has been affected by the challenging macroeconomic environment which weaken customer demands. To hedge against the decreasing demand, the Group will continue to improve its product mix and focus on products with high profit margin.

The Company is still in the process of finalizing the results of the Group for the period ended 30 June 2023. The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited financial statements of the Group (which have not been confirmed nor audited by the Company's auditor) and the information currently available to them. The Company will disclose further details of the Group's financial performance when the financial results for the period ended 30 June 2023 are announced which is expected to be published in August 2023.

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

By order of the Board
PC Partner Group Limited
WONG Shik Ho Tony
Chairman

Hong Kong, 12 July 2023

As at the date of this announcement, the Executive Directors of the Company are Mr. WONG Shik Ho Tony, Mr. WONG Fong Pak, Mr. LEUNG Wah Kan, Mr. HO Nai Nap and Mr. MAN Wai Hung; the Non-executive Director is Mrs. HO WONG Mary Mee-Tak (Mr. CHIU Wing Yui is alternate Director to Mrs. HO WONG Mary Mee-Tak); and the Independent Non-executive Directors are Mr. IP Shing Hing, Mr. LAI Kin Jerome, Mr. CHEUNG Ying Sheung and Ms. CHAN Yim.

* *For identification purposes only*