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AV PROMOTIONS HOLDINGS LIMITED

AV策劃推廣(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8419)

POSITIVE PROFIT ALERT

This announcement is made by AV Promotions Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in 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 would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (“**FY2024**”) and the information currently available, the Group is expected to record a net profit of not less than approximately HK\$1.5 million for FY2024, compared to a net loss of approximately HK\$12.4 million for the year ended 31 December 2023 (“**FY2023**”).

Based on the information currently available, the Board considers that the expected increase in net profit for FY2024 was primarily attributable to the reduction in depreciation expenses. This is due to the absence of the additional charge of approximately HK\$10.7 million recorded in FY2023, which resulted from a change in the depreciation method.

The information in this announcement is only based on the information currently available to the Board and the preliminary review of the unaudited consolidated management accounts of the Group for FY2024 by the Board and may be subject to adjustments. The unaudited consolidated management accounts of the Group for FY2024 have not yet been finalised and the information in this announcement has not been reviewed by the audit committee of the Company, and has not been audited or reviewed by the auditor of the Company. The actual annual results of the Group for FY2024 may be different from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the Company’s annual results announcement for FY2024, which is expected to be published on or around 31 March 2025 in accordance with the GEM Listing Rules.

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

By order of the Board
AV Promotions Holdings Limited
Wong Man Por
Chairman and Chief Executive Officer

Hong Kong, 24 March 2025

As at the date of this announcement, the executive Directors are Mr. Wong Man Por and Mr. Wong Chi Bor, and the independent non-executive Directors are Dr. Leung Wai Cheung, Mr. Chan Wing Kee and Ms. Soon Yuk Tai.

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 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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) 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 of Hong Kong Limited at www.hkexnews.hk for at least seven days from the date of its publication and on the Company’s website at www.avpromotions.com.