

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Nanfang Communication Holdings Limited
南方通信控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1617)

POSITIVE PROFIT ALERT

This announcement is made by Nanfang Communication Holdings 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the currently available information, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record an unaudited profit and total comprehensive income of no less than approximately RMB5.0 million for the six months ended 30 June 2024 as compared with the unaudited profit and total comprehensive income of approximately RMB2.1 million for the six months ended 30 June 2023.

The Board considered that the improvement in the interim results for the six months ended 30 June 2024 is primarily due to the following:

1. the increase in the average unit selling price of the Group’s products which boosted the gross profit and the gross profit margin; and
2. the decrease in research costs due to the completion of some product development projects.

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2024, the information contained in this announcement is only based on the Board's preliminary assessment of the Group's unaudited consolidated management accounts and the information currently available to the Board, and may be subject to adjustments. Such management accounts have not been audited or reviewed by the auditors of the Company nor reviewed by the audit committee of the Company. The actual results of the Group for the six months ended 30 June 2024 to be published may be different from what is contained in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2024, which is expected to be published by the end of August 2024.

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

For and on behalf of the Board
Nanfang Communication Holdings Limited
Yu Jinlai
Chairman

Hong Kong, 22 August 2024

As at the date of this announcement, the executive directors are Mr. Shi Ming (chief executive officer), Ms. Yu Rumin and Ms. Yu Ruping; the non-executive director is Mr. Yu Jinlai (chairman); and the independent non-executive Directors are Mr. Wu Wing Kuen, Mr. Chan Kai Wing and Mr. Liu Cheng Yi.