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DICKSON CONCEPTS (INTERNATIONAL) LIMITED

迪生創建(國際)有限公司*
(incorporated in Bermuda with limited liability)

(Stock Code: 0113)

PROFIT WARNING

This announcement is made by Dickson Concepts (International) Limited (the “**Company**” together with its subsidiary companies, 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, Laws of Hong Kong).

Due to the extremely weak consumer sentiment in Hong Kong, with consumers of all income levels increasingly travelling to Chinese cities like Shenzhen which offer significantly better value, service and variety for both entertainment and shopping, alongside local and mainland Chinese consumers fervently visiting and spending in Japan given the weakness of the Japanese Yen, the Group recorded a decrease in sales turnover of about 25 per cent. for the six months ended 30th September, 2024.

The board of directors (the “**Board**”) of the Company announces that based on the management’s preliminary review of the unaudited consolidated results of the Group for the six months ended 30th September, 2024, the Group is expected to record a decrease of about 40 per cent. in net profit attributable to shareholders for the six months ended 30th September, 2024 as compared with the six months ended 30th September, 2023. This is almost entirely due to the decrease in sales and profits in Hong Kong despite of the increase in profits from the investment division.

The Board would like to stress that the Group’s balance sheet and net cash position continue to be extremely strong and is in an excellent position to take advantage of any further improvement in market condition as well as to undertake new investment opportunities to diversify and broaden its earnings base.

The information contained in this announcement is based only on the management’s preliminary assessment after reviewing the unaudited consolidated accounts of the Group for the six months ended 30th September, 2024. The Group’s interim results are subject to review by the Company’s independent auditor prior to finalisation of such accounts. Therefore, the Group’s results for the six months ended 30th September, 2024 may be different from the information set out in this announcement. The Group is expected to publish its interim results for the six months ended 30th September, 2024 on 28th November, 2024.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

As at the date of this announcement, the Board comprises :-

Executive Directors:

Dickson Poon (*Group Executive Chairman*)
Poon Dickson Pearson Guanda
(*Chief Operating Officer*)
Chan Hon Chung, Johnny Pollux
Lau Yu Hee, Gary

Independent Non-Executive Directors:

Bhanusak Asvaintra
Nicholas Peter Etches
Fung Yue Ming, Eugene Michael
Lam Sze Wan Patricia

By Order of the Board
Or Suk Ying, Stella
Company Secretary

Hong Kong, 20th November, 2024

** For identification purposes only*