

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the “HKEX”) 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.



Asia Pioneer Entertainment Holdings Limited

亞洲先鋒娛樂控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8400)

PROFIT ALERT — REDUCTION IN LOSS

This announcement is made by Asia Pioneer Entertainment 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 (the “**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under 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 “**Director**”) of the Company wishes to inform the Company’s shareholders (the “**shareholders**”) and potential investors that based on a preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2024 and the information currently available to the Board, the Group is expected to record a decrease in loss after tax by not less than 90% as compared to loss after tax of approximately HK\$7.1 million for the six months ended 30 June 2023.

To the best knowledge the Directors, the reduction in loss in the six months end 2024 as compared to the six months end 2023 was primarily attributable to mainly due to the increase in revenue. The total revenue of the Group increased by approximately 159.6% from approximately HK\$7.7 million for the Corresponding Period to approximately HK\$19.9 million for the Period. The increase in revenue was mainly attributable to a 189.5% increase of income derived from Technical Sales and Distribution of EGE and a 301.2% increase of income derived from Consultancy and Technical Services for the Period as compared with that for the Corresponding Period.

The Company has yet to finalise 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 preliminary assessment by the management of the Company with reference to information currently available to the Board, including the unaudited management accounts of the Group for the six months ended 30 June 2024, which have not been reviewed or audited by the Company's auditors or the audit committee of the Company, and the actual results of the Group for the six months ended 30 June 2024 may be different from what is disclosed herein. Shareholders and 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.

By order of the Board
Asia Pioneer Entertainment Holdings Limited
Huie, Allen Tat Yan
Chairman and Executive Director

Hong Kong, 16 August 2024

As at the date of this announcement, the executive directors of the Company are Mr. HUIE, Allen Tat Yan (Chairman), Mr. NG Man Ho Herman (Chief Executive Officer) and Mr. Chi Lun Chan (Chief Financial Officer); and the independent non-executive directors of the Company are Mr. CHOI Kwok Wai, Mr. MA Chi Seng and Mr. HO Kevin King Lun.

This announcement, for which the directors of the Company (the "Directors") collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and 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 Company Announcements" page of the GEM website (www.hkgem.com) for at least 7 days from the date of its publication. This announcement will also be published on the website of the Company (www.apemacau.com).