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**New Sparkle Roll International Group Limited**  
**新耀萊國際集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 970)**

**PROFIT WARNING**

This announcement is made by New Sparkle Roll International Group Limited (the “**Company**”, and 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 Futures Ordinance (Chapter 571 of the laws of Hong Kong).

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2022 (the “**Unaudited Consolidated Management Accounts**”) and the financial information currently available, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that the profit attributable to owners of the Company for the six months period ended 30 September 2022 is expected to decrease by approximately 80% as compared with that of approximately HK\$38 million for the corresponding period last year.

Such expected decrease in the profit was mainly attributable to the following factors: (i) the decrease of the revenue and the gross profit of the Group by approximately 14% and 22% respectively for the six months ended 30 September 2022, which was mainly due to the adoption of a series of lockdown measures against the 2019 coronavirus epidemic in the PRC, causing logistics restrictions and reduced foot traffic during the period; (ii) the increase in the finance costs by approximately 50% for the six months ended 30 September 2022 as compared with those of in the corresponding period last year due to the increase in the borrowing for the purchases of automobile inventories, and for the acquisition of the property used by the Group as showrooms and office in the second half of last financial year; (iii) the recognition of one-off equity-settled share option expenses for staff in August this year; and (iv) the further impairment of one of the loan receivables and the loan interest receivables as a result of the borrowers' default of the loan agreements on which legal proceedings have been instituted by the Group.

The information contained in this announcement is only based on a preliminary assessment made by the Board on the information currently available to it, including the Unaudited Consolidated Management Accounts which have not been reviewed nor audited by the Company's auditors. The Company is still in the course of preparing and finalising its interim financial results for the six months ended 30 September 2022 which is expected to be announced before the end of November 2022.

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

By Order of the Board  
**New Sparkle Roll International Group Limited**  
**Zheng Hao Jiang**  
*Co-Chairman*

Hong Kong, 11 November 2022

*As at the date of this announcement, the Company has four executive Directors and five independent non-executive Directors. The executive Directors are Mr. Zheng Hao Jiang, Mr. Ma Chao, Mr. Zhao Xiaodong and Mr. Zhu Lei. The independent non-executive Directors are Mr. Choy Sze Chung, Jojo, Mr. Lam Kwok Cheong, Mr. Gao Yu, Mr. Liu Hongqiang and Mr. Liu Xiaoyi.*