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MATRIX

MATRIX HOLDINGS LIMITED

美力時集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 1005)

PROFIT WARNING

This announcement is made by Matrix 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (“**Year 2024**”) and the information available to the Board, the Group is expected to record a loss in the range of approximately HK\$290 million to HK\$310 million for the Year 2024 as compared to the loss of approximately HK\$103 million for the year ended 31 December 2023 (“**Year 2023**”).

The Board considers that the increase in the loss of the Group attributable to the owners of the Company for Year 2024 was mainly driven by a decrease in revenue compared to Year 2023. This decrease was mainly due to global economic uncertainty and escalating geopolitical tensions, which had a notable impact on consumer attitudes and behaviors, leading to reduced consumer spending. In addition, impairment loss was made on goodwill and other assets.

The information in this announcement is only based on the preliminary assessment by the management of the Company after reviewing and considering the unaudited consolidated result of the Group. Information in this announcement has not been audited by the auditors of the Company. The audited consolidated annual results of the Group for Year 2024 have not yet been finalized. Therefore, the actual results of the Group for Year 2024 may differ from the information contained in this announcement. Shareholders and potential investors should refer to the annual results announcement of the Group for Year 2024, which is expected to be published on 26 March 2025, for details of the performance of the Group.

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

By order of the Board
Cheng Yung Pun
Chairman

Hong Kong, 18 March 2025

As at the date of this announcement, the Board consists of Mr. Cheng Yung Pun, Mr. Cheng King Cheung, Ms. Yip Hiu Har and Ms. Shirley Marie Price as executive directors; Mr. Mak Shiu Chung, Godfrey, Mr. Heng Victor Ja Wei and Mr. Chui Ka Hing as independent non-executive directors.

** For identification purpose only*