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PROFIT WARNING

This announcement is made by Deson Development International Holdings 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).

The board of directors of the Company (the “**Board**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on preliminary assessment of the unaudited consolidated management accounts of the Group, the Group is expected to record a net loss of not more than HK\$75.0 million for the six months ended 30 September 2022 (the “**Reporting Period**”), as compared to a net loss attributable to owners of the Company of approximately HK\$8.3million for the six months ended 30 September 2021.

Based on the information currently available to the Board, such expected loss was mainly attributable to the increase in fair value loss on equity investments designated at fair value through profit or loss from a profit of approximately HK\$2.3million for the six months ended 30 September 2021 to a loss of approximately HK\$65.6 million for the Reporting Period due to the significant decrease in the share price of one of the equity investment that was listed in China on Shenzhen Stock Exchange.

The Company is in the process of preparing the interim results of the Group for the Reporting Period. The information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group for the Reporting Period currently available which has not been reviewed by the Company’s independent auditor. Shareholders and potential investors are advised to refer to the details of the Group’s financial results for the Reporting Period, which are expected to be released by way of an announcement by end of November 2022.

* *For identification purpose only*

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

By Order of the Board
Deson Development International Holdings Limited
Tjia Boen Sien
Managing Director and Chairman

Hong Kong, 17 November 2022

As at the date of this announcement, the executive directors of the Company are Mr. Tjia Boen Sien, Mr. Wang Jing Ning; Mr. Tjia Wai Yip, William and Ms. Tse Hoi Ying and the independent non-executive directors of the Company are Dr. Ho Chung Tai, Raymond, Ir Siu Man Po and Mr. Siu Kam Chau.