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PACIFIC ONLINE LIMITED

太平洋網絡有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 543)

PROFIT WARNING

This announcement is made by Pacific Online Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Board and a preliminary review of the unaudited consolidated management accounts of the Group for the nine months ended 30 September 2021 (the “**Period**”), the Group is expected to record a net profit of approximately RMB35 million for the Period as compared to a net profit of approximately RMB99 million for the corresponding period in 2020, representing a decrease of approximately 65%. The expected result is primarily due to the global semiconductor chip shortage which reduced the marketing spending in automobile and electronics industries, the main source of revenue of the Group.

The information contained in this announcement is only based on a preliminary assessment made by the management of the Company with reference to the information currently available, including the unaudited consolidated management accounts of the Group for the Period, which have not been reviewed or audited by the Company’s auditors and may be subject to adjustment. Details of the audited financial information of the Group will be disclosed in the annual results announcement of the Company for the year ending 31 December 2021, which is expected to be published by the end of March 2022.

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

By order of the Board
Pacific Online Limited
Lam Wai Yan
Chairman

Hong Kong, 22 November 2021

As at the date of this announcement, the Board comprises 3 executive directors, namely, Dr. Lam Wai Yan, Mr. Ho Kam Wah and Mr. Wang Ta-Hsing; and 3 independent non-executive directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak and Mr. Lam Wai Hon, Ambrose.