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世大控股有限公司  
**GREAT WORLD COMPANY HOLDINGS LTD**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 8003)**

**PROFIT WARNING**

This announcement is made by Great World Company Holdings Ltd (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on 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 “**Directors**”) of the Company would like 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 March 2022 (the “**Relevant Period**”) after discussion with its independent auditors on 29 June 2022 in respect of the accounting treatment of the provision for impairment loss in respect of trade receivables, it is expected that the Group will record a loss attributable to owners of the Company of approximately HK\$41 million for the Relevant Period representing an increase of approximately 86% as compared with the loss attributable to owners of the Company of approximately HK\$22,099,000 for corresponding period of last year.

Based on the information currently available to the Company, the increase in loss attributable to owners of the Company for the Relevant Period was mainly attributable to the combined effect of (i) the increase in provision for impairment loss recognized in respect of trade receivables, (ii) the decrease in revenue as a result of the extreme market conditions due to the continued and prolonged outbreak of the Covid-19 pandemic and (iii) increase in research and development expenses due to the development of a programmatic intelligent advertising and programmatic content operation system as compared to that for the year ended 31 March 2021.

The information contained in this announcement is only based on a preliminary review by the Board with reference to the unaudited consolidated management accounts of the Group for the Relevant Period and information currently available to the Company, and is not based on any figures or information which have been audited or reviewed by the Company's auditors. The Company is still in the process of finalising the annual results which are subject to review by the Company's independent auditors and review and approval by the Company's audit committee and the Board. The annual results announcement is expected to be published 30 June 2022.

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

By Order of the Board  
**Great World Company Holdings Ltd**  
**Ng Mui King, Joky**  
Chairman

Hong Kong, 29 June 2022

*As at the date of this announcement, the Board comprises (i) three executive directors, namely Mr. Zhang Yanqiang, Mr. Gu Zhonghai and Mr. Zhao Xinyan; (ii) one non-executive director, namely Ms. Ng Mui King, Joky (Chairman); and (iii) three independent non-executive directors, namely Mr. Chung Koon Yan, Ms. Zhao Yongmei and Mr. Jing Baoli.*

*This announcement, for which 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 Listed Company Information" page of the GEM website ([www.hkgem.com](http://www.hkgem.com)) for at least 7 days from the date of its publication and on the Company's website ([www.gwchl.com](http://www.gwchl.com)).*