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TRULY®

TRULY INTERNATIONAL HOLDINGS LIMITED

信利國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00732)

POSITIVE PROFIT ALERT

The Board wishes to inform Shareholders and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2019 would be significantly increased by approximately 25 times to approximately HK\$140 million as compared to the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2018 (approximately HK\$5.7 million).

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

This announcement is made by Truly 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) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Company, it is expected that the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2019 (the “**Period**”) would be significantly increased by approximately 25 times to approximately HK\$140 million as compared to the consolidated profit attributable to owners of the Company for the 6 months ended 30 June 2018 (approximately HK\$5.7 million).

The Board believes that the expected increase in the consolidated profit attributable to owners of the Company for the Period was primarily attributable to the following reasons:

1. **SIGNIFICANT DECREASE IN SHARE OF LOSS FROM ASSOCIATES** – it has been significantly decreased by approximately HK\$80 million for the Period compared to the same period of 2018; and
2. **DECREASE IN ADMINISTRATIVE EXPENSE** – it has been decreased by approximately HK\$70 million for the Period compared to the same period of 2018 as the consequence of the tight cost control.

The Company is in the process of finalising the consolidated financial results of the Group for the 6 months ended 30 June 2019. The information contained in this announcement represents only a preliminary assessment by the Company of the information currently available to the Company.

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
Truly International Holdings Limited
Lam Wai Wah
Chairman

Hong Kong, 29 August 2019

As at the date of this announcement, the Board comprises Mr. Lam Wai Wah, Mr. Wong Pong Chun, James, Mr. Ma Wai Tong, Mr. Song Bei Bei, Mr. Dai Cheng Yun and Mr. Cheung Wing Cheung as executive directors and Mr. Chung Kam Kwong, Mr. Ip Cho Ting, Spencer and Mr. Heung Kai Sing as independent non-executive directors.