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WEIli Holdings Limited
偉立控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 2372)

PROFIT WARNING

This announcement is made by WEIli Holdings Limited (the “**Company**” and its subsidiaries, collectively 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 under the 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 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 2023 and information available to the Company, the Group is expected to record a net loss in the range of approximately RMB2.0 million to approximately RMB5.0 million for the year ended 31 December 2023, as compared to a net profit of approximately RMB25.0 million for the year ended 31 December 2022.

During the year ended 31 December 2023, several major customers of the Group have temporarily reduced their orders of transfer paper and laminated paper from the Group. The Directors consider that such temporary reduction in orders was mainly due to the revision of cigarette packaging policy by the State Tobacco Monopoly Administration (國家煙草專賣局) (i.e. adding QR code on all cigarette packages). The Group therefore recorded a decrease in revenue and a net loss during the year ended 31 December 2023 as compared to a net profit for the year ended 31 December 2022.

The Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2023. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group and other information currently available to the management for the year ended 31 December 2023, which has not been audited or reviewed by the auditors and the audit committee of the Company, and shall be subject to adjustments. The actual financial information of the Group for the year ended 31 December

2023 may be different from the information disclosed in this announcement. Shareholders of the Company and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 31 December 2023, which is expected to be published by the end of March 2024.

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

On behalf of the Board
WEIli Holdings Limited
Chen Weizhuang
Chairman and Executive Director

Hong Kong, 9 February 2024

As at the date of this announcement, the Board comprises Mr. Chen Weizhuang and Mr. Yu Tianbing as executive Directors, Mr. Hu Haoran as a non-executive Director, and Mr. Liu Yimin, Mr. Chen Yeung Tak and Ms. Feng Yuan as independent non-executive Directors.