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Smooore International Holdings Limited

思摩爾國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6969)

PROFIT WARNING FOR THE SIX MONTHS ENDED 30 JUNE 2023

This announcement is made by Smooore International Holdings Limited (the “**Company**”, 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 and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 (the “**Period**”).

The board of directors of the Company (the “**Board**”) expected that the total comprehensive income of the Group for the Period will be approximately RMB717.3 million to RMB792.8 million, representing a decrease by approximately 42.7% to 48.2% as compared to RMB1,384.1 million for the six months ended 30 June 2022 (the “**Comparable Period**”); the adjusted net profit¹ will be approximately RMB741.4 million to RMB816.9 million, representing a decrease by approximately 43.1% to 48.4% as compared to RMB1,436.3 million for the Comparable Period. The main reasons for the decrease are: 1) Revenue decreased by approximately 9.4% compared to the Comparable Period. The revenue of the Group from the Mainland China market for the Period was approximately RMB62.1 million, representing a significant year-on-year decrease of approximately 96.3%, and its proportion to total revenue decreased from approximately 30.0% in the Comparable Period to approximately 1.2%. Although the revenue from the Mainland China market in the second quarter of 2023 has significantly increased compared with the first quarter of 2023, it is still far below the same period last year. During the Period, the revenue of the Group from overseas markets² was approximately RMB5,060.8 million, representing a steady growth of approximately 28.0% year-on-year. Among them, the revenue from the U.S. market was approximately RMB2,215.3 million, representing a year-on-year increase of approximately 26.9%. With the strengthening of supervision and enforcement of non-compliant products, compliant products are expected to gain more room for sustainable growth in the U.S. market; revenue from Europe and other markets was approximately RMB2,845.5 million, representing a year-on-year increase of approximately 28.8%. The Group launched disposable products with a better

¹ The Company derives adjusted net profit from total comprehensive income by adding back share-based payment expenses related to pre-IPO Share Option Scheme.

² As far as we know, refers to revenue of products ultimately shipped to markets other than Mainland China.

experience under the compliance framework in this market, which were well received by clients and users, and the revenue from this market continued to grow. Although the Group's revenue from overseas markets recorded a year-on-year increase during the Period, it was still insufficient to offset the impact of the decline in revenue from the Mainland China market; 2) The year-on-year decrease in gross profit margin, which was mainly due to the significant year-on-year decrease in the proportion of revenue from Mainland China with a relatively high gross profit margin to total revenue, and the proportion of revenue from disposable products with relatively low gross profit margin to total revenue increased year-on-year.

	Six months ended 30 June				
	2023		2022		Change %
	(RMB million) Unaudited	% of Revenue	(RMB million) Unaudited	% of Revenue	
Revenue	5,122.9	100%	5,653.3	100%	
— Mainland China	62.1	1.2%	1,698.5	30.0%	-96.3%
— Overseas Markets	5,060.8	98.8%	3,954.8	70.0%	28.0%
Among:					
U.S.	2,215.3	43.2%	1,745.6	30.9%	26.9%
Europe and others	2,845.5	55.6%	2,209.2	39.1%	28.8%
Total comprehensive income	717.3~792.8		1,384.1		-42.7%~-48.2%
Share-based payment expenses related to pre-IPO share option scheme	24.1		52.2		-53.8%
Adjusted net profit	741.4~816.9		1,436.3		-43.1%~-48.4%

As at the date of this announcement, the Company is still in the process of preparing the interim results of the Group. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group, which have not been reviewed and confirmed by the independent auditors. The interim results of the Group may differ from the information contained in this announcement.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company and to read carefully the interim results announcement of the Group for the six months ended 30 June 2023 which is expected to be released in August 2023.

By Order of the Board
Smoore International Holdings Limited
Mr. Chen Zhiping
Chairman of the Board

Hong Kong, 18 July 2023

As at the date of this announcement, the Executive Directors are Mr. Chen Zhiping, Mr. Xiong Shaoming, Mr. Wang Guisheng and Ms. Wang Xin; the Non-executive Director is Ms. Jiang Min; and the Independent Non-executive Directors are Mr. Zhong Shan, Mr. Yim Siu Wing, Simon and Dr. Wang Gao.