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## **STAR SHINE HOLDINGS GROUP LIMITED**

### **應星控股集團有限公司**

*(formerly known as Deyun Holding Ltd.)*

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1440)**

### **PROFIT WARNING**

This announcement is made by Star Shine Holdings Group 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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined in 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 the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and information currently available to the Company, the Group estimates to record net loss of not more than approximately RMB6.5 million, as opposed to net profit of approximately RMB4.9 million for the six months ended 30 June 2022.

The Board believes that the estimated loss for the six months ended 30 June 2023 is mainly due to, among other things:

- (i) revenue from the Group for the six months ended 30 June 2023 is expected to decrease by approximately 40% to 45% as compared with the corresponding period of 2022 which was mainly resulted from the challenging market conditions for the consumer industry and macroeconomic environment; and
- (ii) the Group’s other income for the six months ended 30 June 2023 is also expected to decrease substantially by approximately RMB4.3 million because the one-off government grant in relation to the listing of shares were received and recognized in the six months ended 30 June 2022.

The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023, which have not been reviewed or audited by the independent auditors and/or the audit committee of the Company, and is subject to further changes and adjustments. The actual financial results of the Group for the six months ended 30 June 2023 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2023, which is expected to be published at the end of August 2023.

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

By order of the Board  
**STAR SHINE HOLDINGS GROUP LIMITED**  
**Mr. Tsoi Wing Sing**  
*Chairman*

Hong Kong, 18 August 2023

*As of the date of this announcement, the Board comprises of Mr. Tsoi Wing Sing, Mr. Lin Minqiang, Mr. Larry Stuart Torchin, and Ms. Jian Xuegen as executive Directors, and Mr. Chow Kit Ting, Dr. Chiu Kwok Hung, Justin, and Mr. Chan Hoi Shan as independent non-executive Directors.*