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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 – REDUCTION IN LOSS**

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 2024 and information currently available to the Company, the Group estimates to record net loss of approximately RMB1.0 million, representing a notable decrease of approximately 82.1% as compared with those for corresponding period in 2023.

The Board believes that the decline in the estimated loss for the six months ended 30 June 2024 is mainly due to the expected increase in revenue from the Group for the six months ended 30 June 2024 to approximately 5 to 6 times as compared with the corresponding period in 2023 which was mainly resulted from the well performance of the footwear business.

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 2024, 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 2024 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 2024, which is expected to be published at the end of August 2024.

**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, 16 August 2024

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