



**Come Sure Group (Holdings) Limited (Stock code: 0794)
Announced Interim Results for the Six Months Ended 30 September 2018**

**Revenue Level Maintained, Despite the Impacts of US-China Trade War on Paper Industry
Having Perceived the Growth Potential in Huidong County, the Group Planned to Expand
the Production Capacity in Its Huidong Plant**

Financial Highlights (HK\$ '000)	For the Six Months Ended 30 September	
	2018	2017
Revenue	652,658	627,147
Gross Profit	136,042	142,432
Net Profit	28,488	56,177

Sales Breakdown (HK\$ '000)	For the Six Months Ended 30 September			
	2018	(%)	2017	(%)
<u>Sales of Goods</u>				
PRC Domestic Sales	526,010	80.9	480,115	76.9
Domestic Delivery Export	100,417	15.4	122,038	19.5
Direct Export Sales	24,068	3.7	22,574	3.6
	650,495	<u>100.0</u>	624,727	<u>100.0</u>
<u>Properties Investment</u>				
Rental Income	2,163		2,420	
Total Revenue	<u>652,658</u>		<u>627,147</u>	

(Hong Kong, 30 Nov 2018) ----- **Come Sure Group (Holdings) Limited (“Come Sure” or the “Group”)** (Stock code: 794.hk) announced its interim results for the six months ended 30 September 2018 (the “Period”).

During the Period, affected by the US-China trade war, the growth momentum of China's retail industry became weaken. Nevertheless, having provided quality paper packaging products and high value-added services over the years, the Group won the trust from long-term customers, the revenue hence managed to steadily grow during the Period, with a record of approximately HK\$652.7 million (for the corresponding period of 2017 (“1H2017”): approximately HK\$627.1 million). The gross profit and gross profit margin of the Group for 1H2017 were higher than the Group’s normal level, mainly due to the

Group's purchase of large quantities of raw paper at lower paper prices from previous years, which lowered the manufacturing costs of 1H2017 and recorded approximately HK\$142.4 million and 22.7% respectively. While the Group's sales volume retained during the Period, as the raw paper inventory purchased at a lower price earlier consumed gradually, the gross profit and gross profit margin returned to the normal level of approximately HK\$136.0 million and 20.8% respectively.

During the Period, the Group's financial status managed to maintain stable, with approximately HK\$229.3 million in cash and bank balances (as at 31 March 2018: approximately HK\$257.5 million). Profit attributable to shareholders for the Period was approximately HK\$26.4 million (1H2017: approximately HK\$55.9 million), with basic earnings per share of HK7.29 cents (1H2017: HK15.43 cents). The Board does not recommend the payment of interim dividend for the Period (1H2017: Nil).

***Fujian Plant exceeded its anticipated annual production volume,
Strengthened cost control consolidated the Group's long-term profitability***

The operation of the Group's Fujian plant was getting mature since its commencement in August 2016, Which met its maximum capacity at more than 70% over the Period. The Group's market position was further strengthened, and the source of income was enlarged resulting from the increase in sales orders. In recent years, due to the instability in the global market, continued inflation in the PRC, as well as the price fluctuation in raw papers and corrugated paper, the paper industry suffered from further operation pressure. Facing the pressure of the increase in the production cost, apart from continuing the intimate cooperation with the Group's long-term suppliers, Come Sure also strategically increased the proportion of raw paper imported from abroad, widening the source of raw paper supply and stabilizing the raw materials supply. Such strategies would benefit the Group's cost management and control in the long-term. The quality paper packaging products and services provided by Come Sure have always been able to meet its consumers' expectations inside and outside PRC. The Group's good reputation enabled it continually to adopt the cost-plus pricing strategy, which reasonably reflected the increase in production cost via the selling price so as to effectively maintain the Group's profit level.

Mr. CHONG KAM Chau, Chairman of Come Sure said, "Given the overall paper packaging industry faced the challenge of US-China trade war and consumption growth slowdown, I think the Group's performance during the Period matched up with our expectations; and I am satisfied about the Group's revenues managed to sustain stable. In recent years, the PRC government has been tightening the implementation of environmental protection policies, causing increased costs of environmental protection on manufacturers and rising paper prices; besides, such measures have also been elevating the paper industry's standards, which exerted pressure on sub-standard paper packaging companies. On the other hand, many of the customers, those of worldwide famous brand name companies, have raised requirements for the quality of their paper packaging products, the market is more dependent on quality environmentally-friendly paper packaging products, which is beneficial to the Group's business growth. Come Sure will continue to strictly observe the environmental protection principles and produce high-quality products, so as to further leverage the advantages of its middle and high-end paper packaging products and high value-added services amid the increasingly fierce market

competition. Enjoying outstanding brand reputation, the Group has gained a build trust among its existing customer base and will continue to attract stable orders and new customers to the Group. The Group's Fujian plant has accumulated a certain popularity in the region and contributed approximately HK\$127.1 million to the Group's revenue during the Period. Considering our Huidong Plant, which located in one of the development core in Greater Bay Area, we are optimistic about the economic development as well as the demand of paper packaging product of the region, and considering to expand the production capacity and floor area in our Huidong plant, for further maintaining the revenue growth momentum and expanding the market share, as well as to strive for larger returns for our shareholders in the long run.

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About Come Sure Group (Holdings) Limited (Stock Code: 794.hk)

Listed in 2009, Come Sure has over 30 years' history in manufacturing and sale of corrugated paperboards and paper-based packaging products. Its product ranges include corrugated cartons, corrugated paperboard, offset printing packaging products and brochures. Come Sure was one of Top 100 Printing Enterprises in the PRC for 15 years consecutively in 2003-2017 and the PRC Top 50 Enterprises in Paper Packaging Industry consecutively in 2010-2016. It has long term relationship with over 250 local and oversea customers in various industries such as video products, electronic and electrical appliances, food and beverages as well as furniture. Production plants are located in Shenzhen, Jiangxi, Huizhou (Huidong County), and the new Fujian Plant commenced operation in FY2016/17. The Group's total production capacity has currently reached over approximately 500 million square metres corrugated paperboards and over approximately 400 million pieces paper-based packaging products. Lee & Man Paper Manufacturing Limited and Nine Dragons Paper (Holdings) Limited are the Group's long-term suppliers.

Details please refer to <http://www.comesure.com/>

Released by DirectiR Limited for and on behalf of Come Sure Group (Holdings) Limited.

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