

29 March 2021

**High Concentration of Shareholding
in
Maxicity Holdings Limited (Stock Code: 08216)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of Maxicity Holdings Limited (“the Company”) in the hands of a limited number of shareholders as at 17 March 2021.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the shares of the Company (“Shares”) could fluctuate substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.

The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that as at 17 March 2021, 19 shareholders held an aggregate of 67,635,000 Shares, representing 16.91% of the issued Shares. Such shareholding, together with 300,000,000 Shares (representing 75.00% of the issued Shares) held by the controlling shareholder, represented 91.91% of the issued Shares as at 17 March 2021. Therefore only 32,365,000 Shares (representing 8.09% of the issued Shares) were held by other shareholders.

As at 17 March 2021, the shareholding structure of the Company was as follows:-

	Number of Shares held (Shares)	% of total number of issued Shares (%)
Good Hill Investment Limited (Note 1)	300,000,000	75.00
A group of 19 shareholders (Note 2)	67,635,000	16.91
Other shareholders	32,365,000	8.09
Total	400,000,000	100.00

Note 1: Good Hill Investment Limited is directly owned in equal share by each of the Chairman and executive Director of the Company Mr. Sieh Shing Kee and the Chief Executive Officer and executive Director of the Company Mr. Ho Ka Ki.

Note 2: 31,530,000 Shares (representing 7.88% of the issued Shares) were held by 12 shareholders who initially obtained 19,860,000 Shares from the IPO placing of the Shares in December 2019.



The Company was listed on the GEM Board of the Stock Exchange of Hong Kong Limited (“Stock Exchange”) on 13 December 2019 by way of placing and public offer of a total of 100,000,000 Shares (representing 25% of the issued Shares) at HK\$0.60 per Share (“IPO Price”). At the time of listing, the top 19 shareholders, together with the controlling shareholder, held an aggregate 82.58% of the issued Shares.

The closing price of the Shares decreased 60.2% from the IPO Price of HK\$0.60 to HK\$0.239 on 19 March 2020. From 20 March 2020 to 30 October 2020, the closing price of the Shares ranged between HK\$0.245 and HK\$0.345.

Subsequently, the closing price of the Shares increased 400% from HK\$0.26 on 30 October 2020 to HK\$1.30 on 25 February 2021. From 26 February 2021 to 17 March 2021, the closing price of the Shares ranged between HK\$1.30 and HK\$1.33.

During the period from 30 October 2020 to 17 March 2021, the Company made the following announcements, amongst others:-

- On 30 October 2020, the Company issued a profit alert that it expected to record more than 30% increase in both revenue and adjusted profit and total comprehensive income attributable to equity holders of the Company (excluding the one-off listing expenses and the financial support from the Anti-epidemic Fund, “Adjusted Profit”) for the nine months ended 30 September 2020, as compared to those for the corresponding period in 2019.
- On 4 November 2020, the Company announced its third quarterly results which recorded an increase of 37.6% and 34.8% in revenue and Adjusted Profit, respectively, for the nine months ended 30 September 2020, as compared to those for the corresponding period in 2019.
- On 18 February 2021, the Company issued a profit alert that it expected to record more than 40% increase in revenue and more than 50% increase in Adjusted Profit for the year ended 31 December 2020, as compared to those for the year ended 31 December 2019.
- On 26 February 2021, the Company announced that it had appointed professional parties to evaluate the possibility of transferring the listing of its Shares from GEM to Main Board of the Stock Exchange (“Transfer of Listing”). On the same day, the Company also announced its annual results which recorded an increase of 50.1% and 54.3% in revenue and Adjusted Profit, respectively, for the year ended 31 December 2020, as compared to those for the year ended 31 December 2019.
- On 10 March 2021, the Company announced that it had submitted a formal application to the Stock Exchange in respect of the proposed Transfer of Listing.

As at 26 March 2021, the price of the Shares closed at HK\$1.33, which was 411.5% higher than its closing price of HK\$0.26 on 30 October 2020 or 121.7% higher than the IPO Price of HK\$0.60.



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