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**Sterling Group Holdings Limited**  
**美臻集團控股有限公司\***

*(incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 1825)**

**INSIDE INFORMATION IN RELATION TO  
A POTENTIAL ACQUISITION OF THE SHARES OF  
STERLING GROUP HOLDINGS LIMITED**

This announcement is made by Sterling Group Holdings Limited (the “Company”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

On 28 January 2021 (after trading hours), the board of directors of the Company announces that a potential purchaser has approached and discussed with the Company and its controlling shareholders in relation to a potential acquisition by the potential purchaser of a significant interest in the Company.

To the best of the knowledge of the directors (the “Directors”) of the Company, information and belief and having made all reasonable enquiries, the potential purchaser and their ultimate beneficial owners are not connected persons (as defined in the Listing Rules) of the Company and are third parties independent of the Company.

The Directors wish to emphasise that no binding agreement in relation to the potential acquisition has been entered into for the purchase and sale of the shares of the Company as at the date of this announcement. As such, the potential acquisition may or may not proceed. If the potential acquisition materialises, the Company will comply with the disclosure requirements under the Listing Rules accordingly.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company. The Company will make further announcement as and when appropriate pursuant to the requirements under the Listing Rules.

By Order of the Board  
**Sterling Group Holdings Limited**  
**美臻集團控股有限公司\***  
**Choi Siu Wai William**  
*Chairman*

Hong Kong, 28 January 2021

*As at the date of this announcement, Ms. Wong Mei Wai Alice, Mr. Siu Yik Ming and Mr. Chung Sam Kwok Wai are the executive Directors, Mr. Choi Siu Wai William is the non-executive Director and Chairman, and Mr. Chan Kee Huen Michael, Mr. Cheng King Hoi Andrew and Mr. Ko Ming Tung Edward are the independent non-executive Directors.*

\* For identification purposes only