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SG Group Holdings Limited

樺欣控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8442)

VOLUNTARY ANNOUNCEMENT EXPANSION OF CUSTOMER BASE IN THE PEOPLE'S REPUBLIC OF CHINA

This announcement is made by SG Group Holdings Limited (the “**Company**”) on a voluntary basis to provide the shareholders of the Company and potential investors an update on the latest business development of the Company and its subsidiaries (the “**Group**”).

The board of directors of the Company (the “**Board**”) is pleased to announce that, through the continuous exploration of the business opportunities in the People’s Republic of China (the “**PRC**”), a PRC subsidiary of the Group has successfully expanded our customer base and developed business relationship with a PRC branded fashion retailer, which sells its apparel products through its physical retail outlets in the PRC and online sales platform. The Group has received certain sizable orders from the new branded fashion retailer and the Board believes these orders would bring positive impact to the revenue of the Group.

The Board considers that, through the expansion of customer base, the Group will be able to broaden our revenue sources. This is in line with the Company’s operation strategy and will expand its geographical customers base continuously, which the Board believes that will be beneficial to the Group’s long-term development and its shareholders as a whole.

Shareholders and investors of the Company are advised to note that this announcement is published as a voluntary disclosure to inform the public of the latest business development of the Company. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
SG Group Holdings Limited
Choi King Ting, Charles
*Chairman, Chief Executive Officer
and Executive Director*

Hong Kong, 22 March 2019

As at the date of this announcement, the executive Directors are Mr. Choi King Ting, Charles and Mr. Choi Ching Shing; and the independent non-executive Directors are Mr. Lai Kwok Hung, Alex, Mr. Yeung Chuen Chow, Thomas and Mr. Cüneyt Bülent Bilâloğlu.

This announcement, for which the Directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (“GEM”) for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquires, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and there are no other matters the omission of which would make any statement herein or this announcement misleading.

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