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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 FURTHER EXPANSION OF CUSTOMER BASE IN THE UNITED STATES OF AMERICA

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 Group has been implementing its business strategy to expand its customer base in both new and existing geographical locations continuously and the board of directors of the Company (the “**Board**”) is pleased to announce that, in March 2019, a subsidiary of the Group has received certain sizable purchase orders from a new customer, an apparel wholesaler originated in the United States of America (the “**USA**”). The USA wholesaler engages in the wholesale of women's, children's and infants' apparel products in the USA. The Group has explored its customer base for years and through the continuously exploration of new business opportunity, the Group has successfully expanded its customer base in the USA. The Board believes the expansion could enhance corporate image and attract customer attention to bring potential business development in the USA.

The Board considers that, by continuously expanding its customer base in new and existing geographical locations, the Group could diversify and stabilize its source of income worldwide, 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, 3 April 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.

This announcement will remain on the “Latest Company Announcements” page of the GEM website of The Stock Exchange of Hong Kong Limited at www.hkexnew.hk for at least seven days from the date of publication. This announcement will also be published on the website of the Company at www.jcfash.com.