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SG Group Holding Limited

樺欣控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8442)

POSITIVE PROFIT ALERT

This announcement is made by SG Group Holdings Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The board of directors (the “**Board**” or the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 31 October 2019 and the information currently available to the management, the Group is expected to record a significant increase in profit attributable to equity holders of the Company and the profit amounted to not less than approximately HK\$12.0 million for the six months ended 31 October 2019, representing not less than approximately 470% increment from approximately HK\$2.1 million of the corresponding period last year.

The Board considers that the increase in profit was mainly attributable to the increase in sales generated from two major customers and the enhancement of sourcing services provided by the Group.

The Company is still in the process of finalising the interim results of the Group for the six months ended 31 October 2019 (the “**Interim Results**”). The information contained in this announcement is only based on a preliminary assessment of the Group’s unaudited consolidated management accounts and information currently available to the management of the Group, which is subject to finalisation and adjustments, if any, and have not been confirmed or reviewed by the independent auditor of the Company nor the audit committee of the Board. The Interim Results announcement will be published in due course pursuant to the requirements of the GEM Listing Rules.

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 and Chief Executive Officer

Hong Kong, 6 December 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 (the “**Directors**”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the 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 Listed Company Information” page of the GEM website at www.hkgem.com 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.