

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



ELEGANCE COMMERCIAL AND FINANCIAL PRINTING GROUP LIMITED **精雅商業財經印刷集團有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8391)

PROFIT WARNING

This announcement is made by Elegance Commercial and Financial Printing Group Limited (the “**Company**”, 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 under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

After preliminary review by the Company’s management on the unaudited management accounts of the Group and assessment of the information currently available, the board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record a loss not exceeding HK\$7.7 million for the nine months ended 31 December 2019, as compared to a loss of approximately HK\$6.6 million for the nine months ended 31 December 2018. If the listing expenses of approximately HK\$5.9 million incurred during the nine months ended 31 December 2018 were excluded, we would have recorded a loss of approximately HK\$0.7 million for the nine months ended 31 December 2018. The loss-making position for the nine months ended 31 December 2019 was mainly attributable to:

1. the reduction in the orders from customers for printing services resulting from the increasing concern on environment protection, the popularity of digitalization of information, the rise of online marketing, social media and globalization; and
2. incurrence of additional administrative and other operating expenses including staff costs (including directors’ emoluments), rental expenses, professional fees and audit fees as compared to the corresponding period last year.

As the Company is still in the process of finalizing the consolidated third quarterly results of the Group for the nine months ended 31 December 2019, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group and information currently available, which have not been audited by the auditors of the Company or reviewed by the audit committee of the Company and may be subject to changes and adjustments. The actual third quarterly financial results of the Group may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the third quarterly results announcement of the Group for the nine months ended 31 December 2019 when it is published.

WARNING:

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
Elegance Commercial and Financial Printing Group Limited
LIANG Zihao
Executive Director

Hong Kong, 5 February 2020

As at the date of this announcement, the executive Directors are Mr. LIANG Zihao and Mr. SAM Weng Wa Michael, the non-executive Director is Mr. WU Jianwei and the independent non-executive Directors are Mr. TAM Ka Hei Raymond, Mr. YUEN Chun Fai and Ms. ZHU Xiaohui.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, 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.

All the Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in 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 after the date of publication and on the Company’s website at www.elegance.hk.