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EJE (HONG KONG) HOLDINGS LIMITED

壹家壹品 (香港) 控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8101)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE IN RELATION TO RECENT OUTBREAK OF NOVEL CORONAVIRUS

This announcement is made by EJE (Hong Kong) Holdings Limited (the “**Company**” and its subsidiaries, collectively the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders of the Company and potential investors informed of the latest business developments of the Group.

The Group’s main production plant is located in Guangzhou. Since the outbreak of the novel coronavirus (the “**Coronavirus**”), a number of provinces and municipalities in the Peoples’ Republic of China (the “**PRC**”) have taken emergency public health measures and various actions to prevent the spread of the Coronavirus, including imposing restriction on resumption date of production after the Chinese New Year Holidays.

At present, the Group’s main production plant in Guangzhou has gradually resumed production and service on 20 February 2020 after the statutory holidays for Chinese New Year and the suspension period prescribed by the government authorities. While the Group has already resumed some of its operation, the full resumption of the plant will be subjected to further approval from local authorities in phase by phase fashion.

Due to the suspension or limited service of transportation facilities in certain areas, certain workers in the affected provinces and municipalities are unable to return to the Group’s production plants as planned and the Group also expects delay in the supply of raw materials from its suppliers, which lead to (i) a significant drop in the Group’s production capacity; (ii) delay in resuming to original production schedule; and (iii) late delivery of products in the first half of 2020. Under such circumstances, the Group will work closely with its suppliers to speed up the delivery of raw materials and liaise with its customers to adjust delivery schedule to minimise any negative economic impact on both sides.

The aforesaid impact of the Coronavirus on the Group’s business operations, which was beyond the control of the Group, may adversely affected the financial results of the Group for the year ended 31 March 2020. The board of directors of the Company will continue to assess the impact of the Coronavirus on the Group’s business operations and financial performance and closely monitor the Group’s exposure to the risks and uncertainties in

* *For identification purposes only*

connection with the Coronavirus. The Group will take appropriate measures as necessary and make further announcements in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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

By order of the Board
EJE (Hong Kong) Holdings Limited
Mr. Chau Tsz Kong Alan
Executive Director

Hong Kong, 20 February 2020

As at the date of this announcement, the executive directors of the Company are Mr. Qin Yuquan, Mr. Hung Cho Sing and Mr. Chau Tsz Kong Alan; and the independent non-executive Directors are Mr. Tang Kin Chor, Mr. Chan Chun Wing and Mr. Yiu Shung Kit.

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.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least seven days from the date of its posting and the Company’s website at <http://www.ejeliving.com>.