

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.

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)

POSITIVE PROFIT ALERT

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the information currently available to the Board and the preliminary review and assessment of the Group’s unaudited consolidated management accounts for the year ended 31 March 2020 (the “**Year**”), the Company is expected to record a net profit of approximately HK\$44 million for the Year as compared to the net loss of approximately HK\$11.7 million for the last year. The improvement of the Group’s results was mainly attributable to, among other things, (i) written down of promissory note liability of approximately HK\$79 million and (ii) fair value change of intangible assets of approximately HK\$93 million.

The Group is still in the process of finalising its consolidated final results for the Year. The information contained in this announcement is only based on preliminary assessment by the Company of the unaudited management accounts of the major subsidiaries of the Group available for the time being, which may be subject to finalisation and other potential adjustments, if any, and have not been conferred or audited by the Company’s auditor. Details of the Group’s financial performance will be disclosed in the final results announcement of the Group for the Year, which is expected to be released after the Board meeting to be held on 19 June 2020.

Shareholders and potential investors should exercise caution when dealing in the Securities of the Company.

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

Hong Kong, 15 June 2020

** For identification purpose only*

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>.