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Icicle Group Holdings Limited

冰雪集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8429)

PROFIT WARNING

This announcement is made by **Icicle Group Holdings Limited** (the “**Company**”) and its subsidiaries (collectively, 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 (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group (the “**Management Accounts**”) for the year ended 31 December 2021 and the information currently available to the Group, the Group is expected to record a net loss of approximately HK\$14 million attributable to the owners of the Company for the year ended 31 December 2021 (2020: HK\$0.6 million).

The Board considers the increase in loss for the year ended 31 December 2021 was a combined result of:

- (i) decrease in client demand on marketing production services due to the slow-down of economic activities severely affected by Covid-19 pandemic;
- (ii) decrease in profit margin due to fierce competition;
- (iii) one-off removal and reinstatement costs for the office premise relocation;
- (iv) high operating costs and continued Covid-related challenges on the Group’s e-commerce, retail and café start-up business in Hong Kong; and

- (v) increase in investment costs in expanded marketing and media business, via a licensing deal with US-based entertainment company, aiming to lead the Group into a new era.

The Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2021. The information contained in this announcement is based solely on the preliminary review and assessment by the management of the Company with reference to the Management Accounts for the year ended 31 December 2021 along with any other information currently available to the Company, which have not been audited or reviewed by the auditor or the audit committee of the Company and may be subject to adjustments. Further details of the Group's financial results and performance will be disclosed in the annual results announcement of the Company for the year ended 31 December 2021, which is expected to be published in March 2022.

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

By order of the Board
Icicle Group Holdings Limited
Woo Chan Tak Chi Bonnie
Chairperson and Chief Executive Officer

Hong Kong, 14 February 2022

As at the date of this announcement, the Board comprises Ms. Woo Chan Tak Chi Bonnie as executive Director, Mr. Chow Sai Yiu Evan as non-executive Director and Mr. Ip Arnold Tin Chee, Mr. Hung Alan Hing Lun and Mr. Man Ka Ho Donald as independent non-executive Directors.

This announcement, for which the Directors 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 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 "Latest Company Announcements" page on the GEM website at <https://www.hkgem.com> for at least 7 days from the day of its posting. This announcement will also be published on the Company's website at <https://www.iciclegroup.com>.