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New Amante Group Limited

新愛德集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8412)

POSITIVE PROFIT ALERT

This announcement is made by New Amante 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 (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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 “**SFO**”).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to inform the shareholders and potential investors of the Company that based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 May 2023 (the “**Reporting Period**”) and information currently available, the Group expects to record a profit for the Reporting Period of not less than HK\$4,500,000, representing a turnaround as compared to a loss for the period of approximately HK\$7,942,000 for the year ended 31 May 2022 (the “**Corresponding Period**”).

Such expected turnaround was primarily due to (i) strong sales recorded in the fourth quarter of the Reporting Period as a result of the relaxation of pandemic restrictions including but not limited to the lifting of cross-border travel restrictions and the mask-wearing requirements that led to increased customers consumption; and (ii) increasing the product mix offered to customers since the opening of the cigar lounge at Lan Kwai Fong during the Reporting Period.

As the Company is still in the course of finalising its final results for the Reporting Period, the information contained in this announcement is only a preliminary estimation performed by the management of the Company based on the currently available information which is still subject to possible adjustment following further internal review by the Board and the auditor of the Company. Details of the financial performance of the Company will be announced by the Company as and when required by the GEM Listing Rules and the SFO.

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

By order of the Board
New Amante Group Limited
Wong Chi Yung

Chairman of the Board and Chief Executive Officer

Hong Kong, 28 August 2023

As at the date of this announcement, the executive Directors are Mr. Wong Chi Yung, Ms. Liu Huijing and Ms. Lui Lok Yan, the independent non-executive Directors are Mr. Pong Chun Yu, Mr. Hui Wai Hung and Mr. Jiang Qiaowei

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 Stock Exchange's website at <http://www.hkexnews.hk> for at least 7 days from the date of its publication. This announcement will also be published on the Company's website at www.new-amante.com.