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## **MS CONCEPT LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8447)**

### **PROFIT WARNING**

This announcement is made by MS Concept Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of the Stock Exchange (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 of the unaudited consolidated management accounts of the Group for the year ended 31 March 2024 (the “**Year**”) and assessment of the information currently available, the board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record an unaudited consolidated loss of not more than HK\$20.0 million for the Year as compared to the audited consolidated profit of HK\$4.0 million in last year. To the best of the Directors knowledge, information and belief having made reasonable enquiries, the unaudited consolidated loss for the Year was mainly attributable to (a) the significant decrease in the amount of various government subsidies received by the Group during the Year, as compared to the year ended 31 March 2023, including but not limited to subsidies pursuant to the Food Licence Holders Subsidy Scheme under the Anti-epidemic Fund and the Employment Support Scheme; (b) the significant decrease in the amount of the rent concession offered by the landlords during the Year, as compared to the year ended 31 March 2023; and (c) the recognition of impairment losses on property, plant and equipment and right-of-use assets during the Year.

As the Company is still in the process of finalizing the unaudited consolidated results of the Group for the Year, the information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group, and is not based on any data or information which is finalized or reviewed by the audit committee of the Company. Actual 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 announcement of the Company in relation to the results of the Group for the Year which is expected to be published after the Board meeting to be held on Friday, 21 June 2024.

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

For and on behalf of the Board  
**MS Concept Limited**  
**Kwong Tai Wah**  
*Chairman and Executive Director*

Hong Kong, 17 June 2024

*As at the date of this announcement, the executive Directors of the Company are Mr. Kwong Tai Wah (Chairman and Chief Executive Officer), Ms. Kwong Man Yui (Vice chairlady) and Mr. Lam On Fai; and the independent non-executive Directors are Mr. Lai Ming Fai Desmond, Dr. Cheng Lee Lung and Mr. Kwok Yiu Chung.*

*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 “Listed Company Information” page of the website of the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)) for at least 7 days from the date of its publication. This announcement will also be published on the website of the Company ([www.mrstreak.com.hk](http://www.mrstreak.com.hk)).*

*In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.*