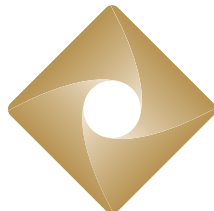


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BRILLIANT CIRCLE HOLDINGS INTERNATIONAL LIMITED

貴聯控股國際有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 1008)

PROFIT WARNING

This announcement is made by Brilliant Circle Holdings International Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that the profit attributable to the core business of the Group for the year ended 31 December 2016 is expected to decrease by not more than 26% as compared with 2015. There has been an improvement in results in the second half of 2016 as compared to the first half of 2016, which has mitigated the decrease in profit in the first half of 2016. The decrease in profit for the year ended 31 December 2016 is primarily attributable to: (i) the slow-down of China economy which inevitably hit the business volume of cigarette industry; (ii) the changes in tobacco package design relating to the health warning labels; and (iii) the price pressure under the mandatory tendering system, all which have adversely affected the business and results of the Group, particularly an associate of the Company. The Group will try its best endeavor to execute various measures, including restructuring and streamlining of operations so to balance the need of high operation efficiency, stringent cost savings and/or business expansion.

As the information contained in this announcement is only based on the preliminary review of the Company's unaudited management accounts which have not been reviewed or audited by the auditors of the Company, **shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company**, and should refer to the formal annual results announcement of the Group for the year ended 31 December 2016 which will be published in March 2017.

By order of the Board
Brilliant Circle Holdings International Limited
Cai Xiao Ming, David
Chairman

Hong Kong, 25 January 2017

As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Cai Xiao Ming, David (Chairman), Mr. Qin Song (Vice Chairman and Chief Executive Officer) and Mr. Peng Guoyi, one non-executive Director, namely, Ms. Li Li, and three independent non-executive Directors, namely, Mr. Lui Tin Nang, Mr. Lam Ying Hung, Andy and Mr. Siu Man Ho, Simon.