澳至尊
AUSupreme

Ausupreme International Holdings Limited
澳至尊國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2031)

POSITIVE PROFIT ALERT

This announcement is made by Ausupreme International Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Group is expected to record a consolidated profit attributable to equity owners of the Company within a range of HK$700,000 to HK$1,200,000 for the six months ended 30 September 2017 (the "**Period**") as compared to a consolidated loss attributable to equity owners of the Company of approximately HK$1,988,000 for the six months ended 30 September 2016. The expected improvement in the Group's results for the Period was mainly due to (i) the increases in sales of both health supplement products and personal care products; and (ii) the absence of non-recurring listing expenses incurred for the corresponding period of 2016. Such impacts were partially offset by an increase in direct selling expenses including sales commissions and expenses incurred for the expansion of various sales channels.

As the Company is still in the process of finalizing the Group's unaudited consolidated interim results for the Period, the information contained in this announcement is based on information that is currently available to the Company and the preliminary unaudited consolidated management accounts of the Group which have neither been reviewed by the Company's audit committee nor the Company's independent auditor. The unaudited consolidated interim results of the Group for the Period are expected to be published in late November 2017.

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

By Order of the Board
Ausupreme International Holdings Limited
Choy Chi Fai
Chairman, Executive Director and Managing Director

Hong Kong, 15 November 2017

As at the date of this announcement, the Board comprises four Executive Directors, namely Mr. Choy Chi Fai (Chairman and Managing Director), Ms. Ho Ka Man, Mr. Ho Chun Kit, Saxony and Mr. Au Chun Kit; and three Independent Non-executive Directors, namely Dr. Luk Ting Kwong, Mr. Ko Ming Kin and Mr. Wan Cho Yee.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.