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 2017 is expected to decrease by not more than 40% as compared with 2016 exclusive of any impairment of goodwill to be made if necessary. The decrease in profit for the year ended 31 December 2017 is primarily attributable to (1) significant decrease in the business of Eastern China customers as a result of over-accumulation of inventory as at the end of 2017 and the sluggish market of local low-tier products; (2) downward pricing pressure associated with intensified tendering; and (3) absence for the year ended 31 December 2017 of reversal of bad debt arising from an associate for the corresponding period in 2016. The Group will try its best endeavor to broaden new products range including exotic cigarette packaging and smart packaging to be launched in 2018 for recovery of the Group' s core business. Moreover, rebound is expected in 2018 as the stockpiling of those customers in Eastern China District is unlikely to recur.

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 2017 which will be published in March 2018.

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

Hong Kong, 25 January 2018

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.