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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)

POSITIVE PROFIT ALERT

This announcement is made by Brilliant Circle Holdings International Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the 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 despite a decrease in both turnover and net profit from operating activities of the Group mainly due to intensified mandatory tendering system in the tobacco industry in China, the Group is still expected to record a significant increase in net profit for the six months ended 30 June 2018 as compared to the corresponding period in 2017 due to the one-off gain on disposal of the entire issued share capital of Empire Sail Limited together with its subsidiary at consideration of HK\$295,000,000 on 30 April 2011 (details of which were disclosed in the announcement of the Company dated 11 January 2018).

The information contained in this announcement is based on the preliminary review and assessment by the management according to the unaudited management accounts of the Group.

The Group’s interim results for the six months ended 30 June 2018 will be published by the end of August 2018.

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

Brilliant Circle Holdings International Limited

Cai Xiao Ming, David

Chairman

Hong Kong, 11 July 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 the 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.