Ajisen (China) Holdings Limited
味千(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 538)

PROFIT WARNING

This announcement is made by Ajisen (China) Holdings Limited (the "**Company**", 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 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 of the Company (the "**Shareholders**") and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019, it is expected that the Group may record a significant decrease in profit for the six months ended 30 June 2019 as compared to the same period in 2018. This is mainly due to the effects of the application of the Hong Kong Financial Reporting Standard 16 "Leases" (effective from 1 January 2019) on expenditure, and the expenses in promoting the brand image of the Group in 2019.

The Company is in the process of finalizing the consolidated interim results of the Group for the six months ended 30 June 2019. The information contained in this announcement is only based on the preliminary assessment made by the management of the Group based on the unaudited management accounts for the relevant period, which have not been audited nor reviewed by the auditor of the Company. The interim results of the Group may be subject to adjustments following further review by the auditor of the Company. Details of the Group's financial performance for the six months ended 30 June 2019 will be disclosed in its interim results announcement, which is expected to be published in August 2019.

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

By order of the Board
Ajisen (China) Holdings Limited
Poon Wai
Chairman

Hong Kong, 1 August 2019

As at the date of this announcement, the Board comprises Ms. Poon Wai and Mr. Poon Ka Man, Jason as executive directors; Mr. Katsuaki Shigemitsu as non-executive director; and Mr. Lo Peter, Mr. Jen Shek Voon and Mr. Wang Jincheng as independent non-executive directors.