S. CULTURE INTERNATIONAL HOLDINGS LIMITED
港大零售國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1255)

INSIDE INFORMATION

PROFIT WARNING

This announcement is made by S. Culture International Holdings 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 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 based on its preliminary review of the relevant unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 (the "**Period**") and information currently available, it is expected that the Group will record a net loss in the range of approximately HK$3.0 to HK$4.0 million for the Period as compared to a net loss of approximately HK$0.4 million for the corresponding period in 2018. The expected increase in the net loss for the Period was mainly attributable to (1) the absence of a one-off gain on disposal of property for the Period of approximately HK$7.57 million recorded in the corresponding period in 2018; and (2) the increase in management expenses as a result of the expansion of the management team in view of the future development of the Group.

The Company is still in the process of finalising the unaudited consolidated interim results of the Group for the Period. This profit warning announcement is only based on the preliminary assessment by the Company's management of the financial information currently available to it which is subject to finalisation and other potential adjustments, if any, and is not based on any figures or information that have been reviewed or audited by the Company's auditor or the audit committee of the Company. Shareholders of the Company and potential investors are advised to read carefully the interim results announcement of the Company for the Period, which is expected to be published in late August 2019.

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

By order of the Board
S. CULTURE INTERNATIONAL HOLDINGS LIMITED
Yang Jun
Chairman

Hong Kong, 19 August 2019

As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Yang Jun, Mr. Lin Zheming and Mr. Zhu Fangming; three non-executive Directors, namely, Mr. Law Fei Shing, Mr. Lin Jun and Mr. Chu Chun Ho, Dominic; and three independent non-executive Directors, namely, Mr. Xie Rongxing, Mr. Chen Huigang and Mr. Lum Pak Sum.