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## **Kidsland International Holdings Limited**

**凱知樂國際控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2122)**

### **EXPECTED DECREASED LOSSES**

This announcement is made by Kidsland 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 of Hong Kong Limited (the “**Listing Rules**”) and 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 a preliminary review of the Group’s unaudited management accounts and information currently available to the Board, it is expected that the unaudited consolidated net loss for the six months ended 30 June 2019 will decrease by more than 90% from the net loss of approximately RMB49.3 million for the six months ended 30 June 2018. This significant improvement is mainly attributable to the Group’s steady growth in revenue and gross profit margin and decrease in selling and distribution and general and administrative expenses for the six months ended 30 June 2019.

The Group is compiling its results for the six months ended 30 June 2019. The information contained in this announcement (except the figure for the unaudited net loss attributable to owners of the Company for the six months ended 30 June 2018) is only based on the Board’s preliminary evaluation of the Group’s management accounts, which have not been audited by the Company’s auditors. These figures may be subject to further adjustments in the 2019 interim financial results.

Shareholders and investors are advised to read carefully the Company’s interim results announcement for the six months ended 30 June 2019 to be published by the end of August 2019.

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

By Order of the Board  
**KIDSLAND INTERNATIONAL HOLDINGS LIMITED**  
**LEE Ching Yiu**  
*Chairman, Chief Executive Officer,  
Executive Director*

Hong Kong, 23 August 2019

*As at the date of this announcement, the executive directors of the Company are Mr. Lee Ching Yiu, Mr. Hung Shing Ming, and Ms. Zhong Mei; the non-executive directors of the Company are Mr. Du Ping and Ms. Duan Lanchun; and the independent non-executive directors of the Company are Mr. Cheng Yuk Wo, Mr. Huang Lester Garson, and Dr. Lam Lee G.*