le saunda holdings ltd.
萊爾斯丹控股有限公司*

(incorporated in Bermuda with limited liability)
(Stock Code: 0738)

UNAUDITED OPERATIONAL DATA OF RETAIL BUSINESS FOR THE THREE MONTHS ENDED 31 AUGUST 2019 AND POSITIVE PROFIT ALERT

The board of directors (the "**Board**") of Le Saunda Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") announces the following unaudited operational data of the Group's retail business for the three months ended 31 August 2019 (the **"second quarter of financial year 2019/20"**) and a preliminary review of operating results for the six month ended 31 August 2019 (the "**interim period 2019/20**"). This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Retail Business#
For the second quarter of financial year 2019/20, the Group's self-owned retail business recorded a total sales decline of 6.5% and a same store sales growth of 17.5%, comparing with the same period of last year.

#Excluded e-commerce business

E-Commerce Business
For the second quarter of financial year 2019/20, the Group's e-commerce business recorded a total sales decline of 28.4%, comparing with the same period of last year.

Distribution and Retail Network
As at 31 August 2019, the Group had a total retail network covering 465 outlets in Mainland China, Hong Kong and Macau, a net decrease of 156 outlets compared to the corresponding date of last year. The total number of outlets consisted of 409 self-owned outlets in Mainland China, Hong Kong and Macau and 56 franchised outlets in Mainland China.

Preliminary Review of Operating Results
Based on the latest unaudited consolidated management accounts, the Board expects the Group may record a consolidated profit attributable to the equity shareholders for the interim period 2019/20 comparing with a consolidated loss attributable to the equity shareholders of RMB9,585,000 in the same period of last year. The Group expects to record a consolidated profit of approximately RMB2,000,000 for the interim period 2019/20 which was primarily attributable to (a) an increase in shop contribution in PRC retail market due to the improvement of same store sales performance and closures of low-efficient stores; and (b) a decrease in general and administration expenses as a result of the regional offices restructuring exercise adopted by the Group.

The Board wishes to emphasize that the information contained in this announcement is solely based on the preliminary assessment by the management of the Company with reference to the latest unaudited consolidated management accounts of the Group and the information currently available, and is not based on any figures or information reviewed or audited by the independent auditors of the Company.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Le Saunda Holdings Limited
James Ngai
Chairman

Hong Kong, 6 September 2019

As at the date of this announcement, the Company's executive Directors are Mr. Cheng Wang, Gary, Ms. Chui Kwan Ho, Jacky and Ms. Liao Jian Yu; non-executive Directors are Mr. James Ngai and Mr. Lee Tze Bun, Marces; independent non-executive Directors are Mr. Lam Siu Lun, Simon, Mr. Leung Wai Ki, George and Mr. Hui Chi Kwan.

**For identification purpose only*