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Miji International Holdings Limited
米技國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1715)

PROFIT WARNING

This announcement is made by Miji International Holdings Limited (the "**Company**" and its subsidiaries, collectively the "**Group**") 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the unaudited consolidated management accounts of the Group for the five months ended 31 May 2020 and information currently available to the Company, the Group expects to record a net loss after tax of approximately RMB11.0 million for the six months ending 30 June 2020, as opposed to a net profit after tax of approximately RMB9.7 million for the corresponding period in 2019. The expected net loss is primarily attributed to the following reasons:

1) the Group's revenue is expected to decline by 8% to 15% as a result of the lockdown and social distancing measures imposed by many countries to contain the spread of novel coronavirus;

2) the Group's gross profit margin is expected to decline from 56.1% for the six months ended 30 June 2019 to approximately 50% for the six months ending 30 June 2020 because the Group offered more gifts and incentives to customers in order to stimulate its sale performance;

3) reduced customer demand due to deteriorated business and economic environment;

4) delays in production schedule and product delivery caused by the disruption of the Group's production facilities in the People's Republic of China and delay in the supply of raw materials from suppliers;

5) the Group's selling and distribution expenses are expected to increase by 20%, primarily attributable to increased consignment fees in relation to sales through television platform and increased marketing and advertising expenses in relation to product exhibitions and other marketing events; and

6) certain operating costs of the Group are fixed costs, regardless of the disruption of the Group's business operations caused by the novel coronavirus.

The Company is still in the process of preparing the consolidated financial results of the Group for the six months ending 30 June 2020. The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the five months ended 31 May 2020, which have not been reviewed or audited by the independent auditors and/or the audit committee of the Company. The actual financial results of the Group for the six months ending 30 June 2020 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ending 30 June 2020, which is expected to be published in August 2020 in accordance with the requirements of the Listing Rules.

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

By order of the Board
Miji International Holdings Limited
Madam Maeck Can Yue
Chairperson and Executive Director

Hong Kong, 23 June 2020

As at the date of this announcement, the executive Directors of the Company are Madam Maeck Can Yue and Mr. Walter Ludwig Michel, and the independent non-executive Directors of the Company are Mr. Wang Shih-fang, Mr. Yan Chi Ming, Mr. Hooi Hing Lee and Mr. Gu Qing.