WISE ALLY

Wise Ally International Holdings Limited
麗年國際控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9918)

PROFIT WARNING ANNOUNCEMENT

This announcement is made by Wise Ally International Holdings Limited (the "**Company**", together with its subsidiaries, collectively 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 the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders ("**Shareholders**") of the Company and potential investors that based on preliminary review by the Group's management of the unaudited management accounts of the Group for the six months ended 30 June 2020, the Group expects to record a consolidated loss for the six months ended 30 June 2020 of not less than HK$20 million.

Such loss was mainly attributable to a material decrease of the Group's revenue for the same period, largely due to the unprecedented Novel Coronavirus ("**COVID-19**") pandemic affecting many countries such as China, the U.S., United Kingdom, the European Union and other major countries of the world simultaneously. As mentioned in the Company's annual results announcement dated 27 March 2020, these countries, being where our major customers and suppliers are located, have adopted measures such as closure of external borders, prohibition of non-essential travelling and other preventive policies and consequently, the daily operations of some of our customers and suppliers have been adversely affected and in turn led to (i) postponement of delivery of some of our products; (ii) further extension in materials lead time; and (iii) disruptions in our logistics and supply chain. Moreover, the global economic slowdown has also adversely affected demand for our products.

In order to cope with the adverse impacts brought by the COVID-19 pandemic, the Group has taken a series of measures such as strengthening cost control and resources management including redundancies of certain employees and salary reduction of our senior management. The Company will continue to assess the risks and uncertainties related to the COVID-19 pandemic, closely monitor changes to market demand and actively mitigate such risks and challenges brought to the operations of the Group.

As the Company is still in the process of finalising the results of the Group for the six months ended 30 June 2020, the information contained in this announcement is only a preliminary assessment by the Board according to the unaudited management accounts of the Group and is not based on any figures or information that have been audited or reviewed by auditors of the Company. Therefore, the actual results of the Group for the six months ended 30 June 2020 may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Group for the six months ended 30 June 2020 which is expected to be published by the end of August 2020.

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

By Order of the Board
Wise Ally International Holdings Limited
Chu Wai Hang Raymond
Chairman and Executive Director

Hong Kong, 8 July 2020

As at the date of this announcement, the executive directors of the Company are Mr. Chu Wai Hang Raymond, Mr. Tsang Ming Chit Stanley and Mr. Chan Chi Ming; and the independent non-executive directors of the Company are Ms. Ling Imma Kit Sum, Mr. Lee Wa Lun Warren and Mr. Szeto Yuk Ting.