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(Stock Code: 1027)

## **PROFIT WARNING**

This announcement is made by China Jicheng Holdings Limited (the "**Company**", together with its subsidiaries as 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Based on the information currently available to the Group, the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Group expects to record a net loss of not less than approximately RMB4.0 million for the six months ended 30 June 2020 when compared with a net profit of approximately RMB3.0 million for the six months ended 30 June 2019. The material decline in the financial performance of the Group were mainly due to (i) the decrease in the sales volume during the six months ended 30 June 2020, as the demand for umbrella products has substantially declined as a result of the novel coronavirus (COVID-19) pandemic; (ii) the increase in selling and distribution expenses including marketing and promotion expenses to enhance our brand awareness.

The information contained in this announcement is only based on the Board's preliminary assessment of the information currently available and the latest unaudited consolidated management accounts of the Group, which has not been reviewed by the Company's audit committee and auditors. The Company is in the process of finalising the results announcement for the six months ended 30 June 2020 which is expected to be released before the end of August 2020 in accordance with the Listing Rules.

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

By Order of the Board China Jicheng Holdings Limited Huang Wenji Chairman

Fujian Province, the PRC, 4 August 2020

As at the date of this announcement, the executive Directors are Huang Wenji, Yang Guang, Lin Zhenshuang and Chung Kin Hung, Kenneth; and the independent non-executive Directors are Tso Sze Wai, Yang Xuetai and Lee Kit Ying, Winnie.