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Ausupreme International Holdings Limited

澳 至 尊 國 際 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2031)

PROFIT WARNING

This announcement is made by Ausupreme 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 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 preliminary assessment of the information currently available and the latest unaudited consolidated management accounts of 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 unaudited consolidated profit attributable to owners of the Company for the six months ended 30 September 2020 (the "**Period**") is expected to decrease by approximately 60% to 90%, as compared to that of HK$8,922,000 for the six months ended 30 September 2019. The expected decrease in the Group's consolidated results for the Period was mainly due to the decline in sales as a result of the continuing novel coronavirus epidemic adversely weakening the overall retail conditions. The stringent travel restrictions caused by the epidemic have greatly reduced the number of tourists visiting Hong Kong and the local consumer sentiment has also been seriously weakened. The Company has been monitoring closely the economic conditions and will adopt flexible approaches to cope with the challenging business environment.

The information contained in this announcement is only based on the preliminary assessment by the Group's management according to the information that is currently available and the latest unaudited consolidated management accounts of the Group, which have neither been reviewed by the Board's audit committee nor audited by the Company's independent auditor. The unaudited consolidated interim results of the Group for the Period are expected to be published on 27 November 2020.

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

By Order of the Board
Ausupreme International Holdings Limited
Choy Chi Fai
Chairman, Executive Director and Managing Director

Hong Kong, 18 November 2020

As at the date of this announcement, the Board comprises four Executive Directors, namely Mr. Choy Chi Fai (Chairman and Managing Director), Ms. Ho Ka Man, Mr. Ho Chun Kit, Saxony and Mr. Au Chun Kit; and three Independent Non-executive Directors, namely Prof. Luk Ting Kwong, Mr. Ko Ming Kin and Dr. Wan Cho Yee.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.