le saunda holdings ltd.
萊爾斯丹控股有限公司*

(incorporated in Bermuda with limited liability)
(Stock Code: 00738)

UNAUDITED OPERATIONAL DATA OF RETAIL BUSINESS FOR THE THREE MONTHS ENDED 28 FEBRUARY 2021 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 28 February 2021 (the **"fourth quarter of financial year 2020/21"**) and a preliminary review of operating results for the year ended 28 February 2021 (the "**financial year 2020/21**"). 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 fourth quarter of financial year 2020/21 the Group's self-owned retail business recorded a total sales growth of 5.2% and a same store sales growth of 13.8%, comparing with the same period of last year.

#Excluded e-commerce business

E-Commerce Business
For the fourth quarter of financial year 2020/21, the Group's e-commerce business recorded a total sales decline of 8.4%, comparing with the same period of last year.

Distribution and Retail Network
As at 28 February 2021, the Group had a total retail network covering 389 outlets in Mainland China, Hong Kong and Macau, a net decrease of 52 outlets compared to the corresponding date of last year. The total number of outlets consisted of 347 self-owned outlets in Mainland China, Hong Kong and Macau and 42 franchised outlets in Mainland China.

Preliminary Review of Operating Results
Based on the latest unaudited consolidated management accounts and other information currently available to the Board, the Board expects the Group may record a consolidated profit attributable to the equity shareholders of the Company for the year ended 28 February 2021 as compared to the consolidated loss attributable to the equity shareholders in last year (2019/20: consolidated loss of RMB30,519,000). The Board believes that the expected annual consolidated profit of the Group was mainly attributable to the gain arising from the completion of a land resumption in December 2020 (which has constituted a major transaction of the Company (the "**Major Transaction**") as defined under Chapter 14 of the Listing Rules) in accordance with the terms of the related relocation

compensation agreement. The details of the Major Transaction was announced by the Company on 30 November 2020.

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, 8 March 2021

As at the date of this announcement, the Company's executive Directors are Ms. Chui Kwan Ho, Jacky, Ms. Liao Jian Yu and Li Wing Yeung, Peter; non-executive Director is Mr. James Ngai; independent non-executive Directors are Mr. Lam Siu Lun, Simon, Mr. Leung Wai Ki, George and Mr. Hui Chi Kwan.

**For identification purpose only*