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澳至尊 AUSupreme

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 a preliminary assessment of the unaudited consolidated management accounts of the Group for the eleven months ended 28 February 2021 and the information currently available, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the consolidated profit attributable to owners of the Company for the year ended 31 March 2021 (the “**Year**”) is expected to decrease by more than 55% as compared to that of HK\$12,047,000 for the year ended 31 March 2020. The expected decline in the Group’s consolidated results for the Year was mainly attributable to the decrease in sales resulting from the adverse retail conditions caused by the COVID-19 pandemic for over a year. The significant reduction in tourist arrivals and tourist spending in Hong Kong as well as weakened local consumer sentiment continuously pose a negative impact on the overall retail market. The Group is committed to optimizing cost structure and striving for growth in this 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 preliminary unaudited consolidated management accounts of the Group for the eleven months ended 28 February 2021, which have neither been reviewed by the Board's audit committee nor audited by the Company's independent auditor. The audited consolidated results of the Group for the Year are expected to be published in late June 2021.

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 Co-Chief Executive Officer

Hong Kong, 7 May 2021

As at the date of this announcement, the Board comprises four Executive Directors, namely Mr. Choy Chi Fai (Chairman and Co-Chief Executive Officer), Ms. Ho Ka Man (Vice Chairman and Co-Chief Executive Officer), 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.