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HUISEN GROUP

Huisen Household International Group Limited
匯森家居國際集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2127)

POSITIVE PROFIT ALERT

This announcement is made by Huisen Household International Group Limited (the "**Company**", with its subsidiaries, collectively 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") would like to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and the information currently available to the Board, the revenue of the Group is expected to increase by over 40% as compared with the corresponding period in 2020 and the net profit attributable to shareholders of the Company is expected to increase by over 45% as compared with the corresponding period in 2020. Such increase were mainly attributable to the following reasons:

1) the increase in market demand for furniture products as a result of the recovery of the global economy, which lead to the increase in sales of the furniture products of the Group; and

2) the Group had adjusted and increased the selling price of certain of its furniture products in order to offset the effect of the depreciation of US dollar against Renminbi, which lead to an increase in the overall gross profit margin and the net profit attributable to shareholders.

The information contained in this announcement is only based on the preliminary assessment by the Board based on information currently available to it, including the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021, and is not based on any figures or information audited or reviewed by the Company's independent auditor and shall be subject to finalisation and adjustments (if any). Shareholders and potential investors are advised to refer to the details on the unaudited interim results announcement of the Company for the six months ended 30 June 2021 which is expected to be published by the end of August 2021.

Shareholders of the Company and potential investors should exercise caution when dealing with the securities of the Company.

By order of the Board
Huisen Household International Group Limited
Zeng Ming
Chairman

The PRC, 8 July 2021

As at the date of this announcement, the executive directors of the Company are Mr. Zeng Ming, Ms. Zeng Minglan, Mr. Wu Runlu and Mr. Su Xinlin; and the independent non-executive directors of the Company are Mr. Suen To Wai, Mr. Lau Jing Yeung William and Mr. Gao Jianhua.