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Miji International Holdings Limited
米 技 國 際 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1715)

PROFIT WARNING

This announcement is made by Miji International Holdings Limited (the "**Company**" and 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and information currently available to the Company, the Group expects to record a net loss after tax of approximately RMB14.8 million for the six months ended 30 June 2021, as compared with a net loss after tax of approximately RMB12.3 million for the corresponding period in 2020.

During the six months ended 30 June 2021, the global economy and consumer confidence were on the path of gradual recovery from the outbreak of the novel coronavirus. The projected increase in net loss for the six months ended 30 June 2021 is primarily attributed to (i) the recognition of an exchange loss of approximately RMB1.3 million for the six months ended 30 June 2021 as compared with an exchange gain of approximately RMB1.2 million for the six months ended 30 June 2020; and (ii) the decrease in sales revenue from television platforms which was resulted from more time consumers spent outdoors following the relaxation of quarantine measures and the rising popularity of social media platforms, partially offset by the decrease in the consignment fees related to television platforms. However, the Group witnessed a significant rebound in revenue from consignment stores and physical sales locations for the six months ended 30 June 2021. Overall, the Group's total revenue and selling expenses for the six months ended 30 June 2021 is expected to decrease by approximately 26% and 21% respectively as compared with that for the corresponding period in 2020.

Looking ahead, the Group will remain prudent on business development initiatives and continue to implement appropriate measures to improve sales performance and reduce costs of business operations. To keep up with the latest market trend, the Group also formed a social media department which is responsible for creating online content to promote the Group and its products on the social media platforms. The management of the Group remains confident in the future prospects of the Group.

The Company is still in the process of preparing the consolidated financial results of the Group for the six months ended 30 June 2021. The information contained in this announcement is based only on the information currently available to the Company and the preliminary review by the Board of the Group's unaudited consolidated management accounts for the six months ended 30 June 2021, and these accounts have not been reviewed or audited by the independent auditors and/or the audit committee of the Company. The actual financial results of the Group for the six months ended 30 June 2021 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2021, which is expected to be published in August 2021 in accordance with the requirements of the Listing Rules.

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

By order of the Board
Miji International Holdings Limited
Madam Maeck Can Yue
Chairperson

Hong Kong, 20 July 2021

As at the date of this announcement, the executive Directors of the Company are Madam Maeck Can Yue, Mr. Walter Ludwig Michel and Mr. Wu Huizhang, and the independent non-executive Directors of the Company are Mr. Wang Shih-fang, Mr. Yan Chi Ming, Mr. Hooi Hing Lee, Mr. Gu Qing and Mr. Li Wei.