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## **LIFESTYLE INTERNATIONAL HOLDINGS LIMITED**

**利福國際集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1212)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Lifestyle International Holdings Limited (the “Company”, together 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 (Chapter 571, Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that based on the management’s preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the “Period”), the Group is expected to record a profit attributable to owners of the Company of approximately HK\$220 million, as compared to a loss of HK\$226.9 million recorded in the corresponding period last year. The aforesaid turnaround from loss to profit was mainly attributable to:

- (1) single digit percentage increase in retail sales as a result of improvement in consumer sentiment and customer foot traffic at the stores of the Group during the Period following the gradual lifting of COVID-19 containment measures;
- (2) a net investment gain is expected to be recorded for the Period from the Group’s financial investments whereas it was an investment loss, mainly caused by mark-to-market fair value loss, in the corresponding period last year; and
- (3) an additional net rental income being generated from the commercial property in London which was acquired by the Group in November 2020.

The Company is still in the process of finalising the interim results of the Group for the Period and the information contained in this announcement represents only a preliminary assessment by the management of the Company based on the information currently available and is not based on any figures or information which have been reviewed by the Company's auditors. The actual results of the Group for the Period may be different from the estimates disclosed herein.

Details of the Group's interim results for the Period are expected to be announced on 2 August 2021. Shareholders and potential investors are advised to read the results announcement of the Company when it is published.

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

By order of the Board  
**Lifestyle International Holdings Limited**  
**Poon Fuk Chuen**  
*Company Secretary*

Hong Kong, 22 July 2021

*As at the date of this announcement, the Board comprises Mr. Lau Kam Sen and Ms. Lau Kam Shim as executive directors; Mr. Lau Luen Hung, Thomas, Mr. Doo Wai Hoi, William and Ms. Lau Yuk Wai, Amy as non-executive directors; and Mr. Lam Siu Lun, Simon, The Hon. Shek Lai Him, Abraham, Mr. Hui Chiu Chung and Mr. Ip Yuk Keung as independent non-executive directors.*