WKK

WONG'S KONG KING INTERNATIONAL (HOLDINGS) LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 532)

POSITIVE PROFIT ALERT

This announcement is made by Wong's Kong King International (Holdings) Limited (the "**Company**" and together with its subsidiaries, collectively referred to as 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 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the Board's 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 unaudited profit attributable to shareholders of the Group for the six months ended 30 June 2021 is expected to be approximately HK$55 million compared to a loss attributable to shareholders of the Group of HK$16.4 million for the corresponding period in 2020.

The growth in the profit attributable to shareholders of the Group was mainly due to the overall increase in sales from both the Group's Trading and Distribution Division and OEM Manufacturing Division as a result of increased demand from its customers. This was mainly driven by the continuing return to normal operations in 2021 as the pandemic remained under control in China, compared to the severe COVID-19 restrictions which adversely affected the operations of the Group and its customers through much of the first half of 2020.

Shareholders and potential investors are also advised that the Group's growth and financial performance in the second half of 2021 remains uncertain. The Group noted a stronger performance in its business in the first quarter than the second quarter in 2021. This was primarily due to the increasing disruptions brought about by shortages of components. This is now affecting the ability of the Group or its customers to manufacture their products, while the Trading and Distribution Division is experiencing delayed deliveries from its suppliers. These circumstances may hamper the Company's sales in the second half of 2021.

The information contained in this announcement is only based on a preliminary assessment of the management accounts of the Group and the information currently available, which have neither been reviewed by the audit committee of the Company nor the Company's auditors. The Group's interim results for the six months ending 30 June 2021 are expected to be announced in August 2021.

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

By Order of the Board
Wong's Kong King International (Holdings) Limited
Byron Shu-Chan Ho
Director

Hong Kong, 30 July 2021

As at the date of this announcement, the executive directors of the Company are Mr. Senta Wong, Mr. Edward Ying-Chun Tsui, Mr. Byron Shu-Chan Ho, Mr. Bengie Man-Hang Kwong, Mr. Vinci Wong and Mr. Victor Jui-Shum Chang; the non-executive director is Mr. Hamed Hassan El-Abd; and the independent non-executive directors are Mr. Philip Wan-Chung Tse, Dr. Leung Kam Fong, Dr. Yip Wai Chun, Mr. Arnold Hin Lin Tse and Mr. Andrew Yiu Wing Lam.