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CHOW SANG SANG HOLDINGS INTERNATIONAL LIMITED

周生生集團國際有限公司*

(Incorporated in Bermuda with limited liability)

Stock code: 116

**INSIDE INFORMATION -
ESTIMATED PROFIT INCREASE
FOR THE SIX MONTHS ENDED 30 JUNE 2021**

This announcement is made by Chow Sang Sang Holdings International Limited (the “Company” and, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) 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 (Cap. 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 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 its profit attributable to the Shareholders between HK\$518 million and HK\$539 million, representing an increase of 145% to 155% as compared to the corresponding period in 2020. The Board considers that the main cause of the increase was the swift recovery of the Group’s jewellery retail business in Mainland China subsequent to the slump caused by the covid-19 pandemic during the first quarter of 2020.

As the Company is still in the process of finalising the unaudited consolidated interim results of the Group for the Period, the information contained in this announcement is only based on a preliminary assessment with reference to the Group’s unaudited consolidated management accounts for the Period which have not been reviewed or audited by the auditor and/or audit committee of the Company and may therefore be subject to changes. An interim results announcement of the Company for the Period will be published in August 2021.

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

By order of the Board
Vincent CHOW Wing Shing
Chairman

Hong Kong, 30 July 2021

As at the date of this announcement, the Executive Directors of the Company are Mr. Vincent CHOW Wing Shing, Dr. Gerald CHOW King Sing and Mr. Winston CHOW Wun Sing; the Non-executive Directors are Mr. Stephen TING Leung Huel and Mr. CHUNG Pui Lam; and the Independent Non-executive Directors are Dr. CHAN Bing Fun, Mr. LEE Ka Lun, Dr. LO King Man and Mr. Stephen LAU Man Lung.

* *For identification purpose only*