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## **LABIXIAOXIN SNACKS GROUP LIMITED**

### **蠟筆小新休閒食品集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1262)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Labixiaoxin Snacks Group Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

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 information currently available to the Board and the preliminary review of the unaudited management accounts of the Group, it is expected that the Group will record a profit after tax for the six months ended 30 June 2021 in a range from approximately RMB20.0 million to RMB30.0 million, as compared to the loss after tax of RMB76.6 million for the corresponding period in 2020. The major reasons for such increase in profit after tax was mainly attributable to the followings:

- (i) an improvement in the gross profit by approximately RMB35.4 million due to increase in revenue of jelly products;
- (ii) a gain on disposal of properties of approximately RMB13.4 million during the six months ended 30 June 2021; and
- (iii) no write-off of properties upon demolition in the six months ended 30 June 2021 (six months ended 30 June 2020: RMB66.0 million).

The Company has yet to finalise the interim results of the Group for the six months ended 30 June 2021. The information contained in this announcement is only based on the preliminary assessment by the management with reference to the information currently available to the Board and is not based on any figures or information that has been audited or reviewed by the auditors or the audit committee of the Company. Shareholders and investors are advised to read carefully the results announcement of the Company for the six months ended 30 June 2021, which is expected to be published on or before 31 August 2021.

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

By order of the Board  
**Labixiaoxin Snacks Group Limited**  
**Zheng Yu Huan**  
*Chairman*

Hong Kong, 10 August 2021

*As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive director of the Company is Li Hung Kong; and the independent non-executive directors of the Company are Li Biao, Sun Kam Ching and Chung Yau Tong.*