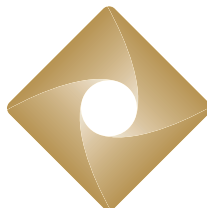


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BRILLIANT CIRCLE HOLDINGS INTERNATIONAL LIMITED

貴聯控股國際有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1008)

PROFIT WARNING

This announcement is made by Brilliant Circle Holdings International Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on a preliminary assessment 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 is expected to record a drop in profit attributable to owners of the Company for the six months ended 30 June 2021 as compared to that for the same period of 2020 by approximately 75% to 85%, which was primarily attributable to the recognition of impairment loss on goodwill of approximately HK\$42 million and the decrease in revenue mainly due to decrease in sales volume of cigarette package by approximately 30% to 40%.

As the Company is still in the process of finalising the unaudited interim results for the six months ended 30 June 2021, the information contained in this announcement is only based on the preliminary review of the Company’s unaudited consolidated management accounts which have not been reviewed by the audit committee of the Company and may be subject to adjustment based on further updated information. Shareholders and potential investors are therefore advised to refer to the unaudited interim results announcement of the Group for the six months ended 30 June 2021 which will be published in August 2021.

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

By order of the Board
Brilliant Circle Holdings International Limited
Chen Xiao Liang
Chairman

Hong Kong, 16 August 2021

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Chen Xiao Liang (Chairman), Mr. Qin Song (Vice Chairman and Chief Executive Officer), Mr. Huang Wanru and Mr. Jiang Xiang Yu, one non-executive Director, namely, Ms. Li Li, and three independent non-executive Directors, namely, Mr. Lam Ying Hung, Andy, Mr. Lui Tin Nang and Mr. Siu Man Ho, Simon.