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Miricor Enterprises Holdings Limited

卓 珈 控 股 集 團 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1827)

POSITIVE PROFIT ALERT

This announcement is made by Miricor Enterprises Holdings Limited (the “**Company**”, 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 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**”) would like to inform the shareholders of the Company and potential investors of the preliminary review and assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 September 2021 (the “**Period**”), the Company is expected to record a net profit of not less than HK\$50 million for the Period as compared to the net loss of approximately HK\$6.2 million for the corresponding period last year. The Board considered that the turnaround from loss to profit position of the Group was mainly attributable to the increase in revenue due to (i) market recovery from the COVID-19 pandemic, (ii) reopening of the Group’s medical aesthetic centres which were subject to compulsory closure requirements implemented by the Government of Hong Kong Special Administrative Region during the corresponding period last year and (iii) effective marketing promotions increasing public awareness for our skin care products.

The Company is still in the process of finalising the interim results of the Group for the Period. The information contained in this announcement is only a preliminary assessment made by the management of the Company based on the unaudited consolidated management accounts of the Group for the Period, which have not been reviewed by the audit committee of the Company, and is therefore subject to possible adjustment. Shareholders and potential investors are advised to read carefully the results announcement of the Group for the Period when it is published, which is expected to be published on 15 November 2021.

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

By Order of the Board
Miricor Enterprises Holdings Limited
LAI Ka Yee Gigi
Chairlady and Chief Executive Officer

Hong Kong, 5 November 2021

As at the date of this announcement, the Board comprises three executive directors, namely, Ms. LAI Ka Yee Gigi, Mr. HO Tsz Leung Lincoln and Dr. LAM Ping Yan and three independent non-executive directors, namely, Mr. CHENG Fu Kwok David, Mr. CHENG Yuk Wo and Mr. LI Wai Kwan.