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澳至尊 AUSupreme

Ausupreme International Holdings Limited

澳至尊國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2031)

PROFIT WARNING

This announcement is made by Ausupreme International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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, 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 preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2021 (the “**Period**”) and the preliminary assessment of information currently available to the Board, the Group expects to record a consolidated loss attributable to owners of the Company for the Period in the amount of not more than HK\$500,000, as compared to a consolidated profit attributable to owners of the Company of HK\$2,810,000 for the six months ended 30 September 2020 (the “**Last Period**”). The prolonged outbreak of the COVID-19 pandemic with border closure has posed a significant adverse impact on overall retail market. Nevertheless, the revenue of the Group recorded an impressive increase in the Period as compared to the Last Period with the Group’s optimization of sales channels and marketing strategies. The change from profit to loss was mainly attributable to the absence of grants from the Hong Kong Government and great reduction of rent concession income in the Period as compared to the Last Period which included a total of HK\$8,442,000 government grants and rent concession income from various landlords due to the COVID-19. The Company is committed to continuously reviewing and enhancing its business plans to the changing business environment.

The information contained in this announcement is only based on the preliminary assessment by the Group's management according to the information that is currently available and the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 September 2021, which have neither been reviewed by the Board's audit committee nor audited by the Company's independent auditor. The unaudited consolidated interim results of the Group for the Period are expected to be published on 26 November 2021.

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

By Order of the Board
Ausupreme International Holdings Limited
Choy Chi Fai

Chairman, Executive Director and Co-Chief Executive Officer

Hong Kong, 19 November 2021

As at the date of this announcement, the Board comprises four Executive Directors, namely Mr. Choy Chi Fai (Chairman and Co-Chief Executive Officer), Ms. Ho Ka Man (Vice Chairman and Co-Chief Executive Officer), Mr. Ho Chun Kit, Saxony and Mr. Au Chun Kit; and three Independent Non-executive Directors, namely Prof. Luk Ting Kwong, Mr. Ko Ming Kin and Dr. Wan Cho Yee.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.