Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Miji International Holdings Limited
米技國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1715)

PROFIT WARNING

This announcement is made by Miji International Holdings Limited (the "**Company**" and its subsidiaries, collectively the "**Group**") pursuant to Rule 13.09 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 (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2021 and information currently available to the Company, the Group expects to record a net loss after tax of approximately RMB38.7 million for the year ended 31 December 2021, as compared with a net loss after tax of approximately RMB20.0 million for the corresponding period in 2020.

The projected increase in net loss for the year ended 31 December 2021 is primarily attributed to (i) a decline in the Group's revenue by approximately 26.0%. During the year ended 31 December 2021, sales revenue from television platforms significantly declined as consumers spent more time outdoors following the relaxation of quarantine measures and social media is becoming a more popular channel to attract consumers. The negative impact of the decline in sales revenue from television platforms was partially offset by the decrease in the consignment fees related to television platforms; (ii) the increase in the costs of raw materials, which is expected to reduce the Group's gross profit margin for the year ended 31 December 2021 to approximately 46.4% from approximately 50.2% for the corresponding period in 2020; (iii) the recognition of an exchange loss of approximately RMB1.0 million; and (iv) a share of losses of an associate of approximately RMB1.6 million.

Looking ahead, the Group will remain prudent on business development initiatives and continue to implement appropriate measures to improve sales performance and reduce costs of business operations.

The Company is still in the process of preparing the consolidated financial results of the Group for the year ended 31 December 2021. The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 December 2021, which have not been reviewed or audited by the independent auditors and/or the audit committee of the Company. The actual financial results of the Group for year ended 31 December 2021 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for year ended 31 December 2020, which is expected to be published in March 2022 in accordance with the requirements of the Listing Rules.

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

By order of the Board
Miji International Holdings Limited
Madam Maeck Can Yue
Chairperson

Hong Kong, 11 February 2022

As at the date of this announcement, the executive Directors of the Company are Madam Maeck Can Yue, Mr. Walter Ludwig Michel and Mr. Wu Huizhang, and the independent non-executive Directors of the Company are Mr. Wang Shih-fang, Mr. Yan Chi Ming, Mr. Hooi Hing Lee, Mr. Gu Qing and Mr. Li Wei.