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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 year ended 31 March 2022 (the “**Year**”) and the information currently available to the Board, the Group expects to record a consolidated loss attributable to owners of the Company for the Year in the amount of not less than HK\$3,000,000, as compared to a consolidated profit attributable to owners of the Company of HK\$3,844,000 for the year ended 31 March 2021 (“**Year 2021**”). The persistent outbreak of the COVID-19 pandemic with border closure has posed an adverse impact on overall retail market. Nevertheless, the Group recorded an increase in revenue for the first nine months of the Year as compared to that of Year 2021 due to the optimization of sales channels and marketing strategies of the Group. The change from profit to loss was mainly attributable to the absence of grants from the Hong Kong Government and reduction of rent concession income for the Year as compared to Year 2021 which included a total of more than HK\$11,000,000 government grants and rent concession income from various landlords due to COVID-19. Besides, the outbreak of the fifth wave of the pandemic severely weakened consumption sentiment and also the sales of the Group in the first quarter of year 2022. The Company has been actively reviewing and enhancing its business plans to strengthen the long-term development of the Group.

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 Year, which have neither been reviewed by the Board's audit committee nor audited by the Company's independent auditor. The audited consolidated results of the Group for the Year are expected to be published in late June 2022.

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, 2 June 2022

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.