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## **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 six months ended 30 June 2022 and information currently available to the Company, the Group expects to record a net loss after tax of not less than approximately RMB18.3 million for the six months ended 30 June 2022, as compared with a net loss after tax of approximately RMB16.2 million for the corresponding period in 2021.

During the six months ended 30 June 2022, there was a new wave of novel coronavirus (“**COVID-19**”) infections in Shanghai. The government of the People’s Republic of China implemented lockdown measures in Shanghai in order to contain the spread of COVID-19 therein. The Group’s principal business operations are in Shanghai. As a result of the implementation of the lockdown measures, the business operations of the Group and its business partners in Shanghai had been suspended for approximately 2.5 months, causing an adverse impact on the Group’s financial results for the six months ended 30 June 2022.

The expected increase in net loss for the six months ended 30 June 2022 is primarily attributed to (i) the expected decrease in the Group’s total revenue for the six months ended 30 June 2022 by approximately 38.8% as compared with that for the corresponding period in 2021, due to the lockdown measures implemented in Shanghai; (ii) the expected decrease in the Group’s gross profit margin for the six months ended 30 June 2022 to approximately 45.6% from 49.4% for the corresponding period in 2021; and (iii) the recognition of a one-off loss of approximately RMB3.3 million arising from the disposal of investment in an associate for the six months ended 30 June 2022.

As at the date of this announcement, the Group has fully resumed its business operations. The Group has also taken swift actions to reduce the adverse impact caused by the COVID-19 pandemic, such as closing down consignment stores with poor sales performance, enhancing the management of distributors, providing more training and support to distributors and designing new products and product combinations for different sales channels. Looking ahead, the Group will remain prudent on business development and continue to implement appropriate measures to improve its sales performance and reduce its costs of business operations.

The Company is still in the process of preparing the consolidated financial results of the Group for the six months ended 30 June 2022. 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 six months ended 30 June 2022, 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 the six months ended 30 June 2022 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2022, which is expected to be published in August 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, 25 July 2022

*As at the date of this announcement, the executive Directors of the Company are Madam Maeck Can Yue 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 and Mr. Li Wei.*