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凱知樂

Kidsland International Holdings Limited

凱知樂國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2122)

INSIDE INFORMATION PROFIT WARNING FOR FIRST HALF 2022

This announcement is made by Kidsland 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 (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 of directors of the Company (the “**Directors**” and the “**Board**”, respectively) wishes to inform the Company’s shareholders (the “**Shareholders**”) and potential investors that, based on a preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2022 (the “**Reporting Period**”) and information currently available to the Board, the Group expects to record a net loss after tax of not less than RMB60 million, compared to an unaudited net profit after tax of approximately RMB12.0 million for the six months ended 30 June 2021 (the “**Prior Period**”).

To the best knowledge of the Directors, the expected deterioration in financial performance of the Reporting Period compared to the Prior Period was mainly due to the following factors:

1. decrease in revenue in Mainland China as a result of the resurgence of Coronavirus Disease 2019 (the “**COVID-19**”) and the relevant measures implemented by government in controlling the outbreak of COVID-19, in particular the regional lockdown and suspension of logistic support during the Reporting Period; and
2. depreciation of Renminbi causing the Group suffered from a foreign exchange loss during the Reporting Period, compared to a foreign exchange gain recorded in the Prior Period resulted from appreciation of Renminbi.

The Board considers that the Group's business prospects and financial performance for the rest of 2022 remain challenging and uncertain due to the following factors:

1. the potential lingering negative impact of COVID-19 and its variants on general economic and employment situation in Mainland China, Hong Kong and Macau and uncertain consumer sentiment resulting from these factors; and
2. the speed and degree of success in execution of the Group's strategic upgrade and turnaround plan.

The Group is currently in the process of compiling its consolidated results for the Reporting Period. The information contained in this announcement (except the figure for the unaudited net profit after tax for the Prior Period) is only based on the Board's preliminary evaluation of the Group's unaudited consolidated management accounts for the Reporting Period, which have not been audited nor reviewed by the Company's independent auditors. These figures may be subject to necessary adjustments in the financial results announcement of the Company for the Reporting Period (the "**Interim Results Announcement**"), which is expected to be published by the end of August 2022.

Shareholders and potential investors are advised to read the Interim Results Announcement carefully and exercise caution when dealing in the shares of the Company, and should note that undue reliance on or use of the above information may cause investment risks.

By order of the Board

Kidsland International Holdings Limited

Lee Ching Yiu

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 26 August 2022

As of the date of this announcement, the Board comprises the executive Directors, namely Mr. Lee Ching Yiu (Chairman and Chief Executive Officer), Mr. Hung Shing Ming and Ms. Zhong Mei; the non-executive Director, namely Mr. Du Ping; and the independent non-executive Directors, namely Mr. Cheng Yuk Wo, Mr. Huang Lester Garson and Dr. Lam Lee G.