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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 year ended 31 December 2022 and information currently available to the Company, the Group expects to record a net loss after tax of not less than approximately RMB42.7 million for the year ended 31 December 2022, as compared with a net loss after tax of approximately RMB43.9 million for the corresponding period in 2021.

During the year ended 31 December 2022, there was a new wave of novel coronavirus (“**COVID-19**”) infections in the People’s Republic of China (the “**PRC**”). The PRC government implemented lockdown measures in order to contain the spread of COVID-19 therein. As a result of the new wave of COVID-19 and the implementation of the lockdown measures, the business operations of the Group and its business partners had been suspended for approximately 2.5 months and consumers also reduced their spending, causing an adverse impact on the Group’s financial results.

The expected net loss for the year ended 31 December 2022 is primarily attributed to (i) the expected decrease in the Group’s total revenue for the year ended 31 December 2022 by approximately 40.0% as compared with that for the corresponding period in 2021, resulting from the adverse impact of the new wave of COVID-19, the implementation of the lockdown measures mentioned above, and the decrease in consumer spending in unstable economic conditions; (ii) the relocation of the Group’s production lines in the third quarter of 2022; 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 year ended 31 December 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 and designing new products that suit the needs of consumers. During the year ended 31 December 2022, outdoor activities (such as camping and hiking) were rising in popularity. The Group tailor made new products for these activities and it also entered into cooperation with distributors of products for outdoor activities to diversify its customer base. 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 year ended 31 December 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 year ended 31 December 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 year ended 31 December 2022 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 the year ended 31 December 2022, which is expected to be published in March 2023 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.**

#### **CLARIFICATION ANNOUNCEMENT IN RELATION TO ANNUAL REPORT FOR THE YEAR ENDED 31 DECEMBER 2021**

Reference is made to the annual report 2021 dated 25 April 2022. On page 57, for the note 3 of Seashore Global. It shall be “The issued shares of Seashore Global is wholly-owned by Mr. Wu who is deemed to be interested in the shares held by Seashore Global by virtue of the SFO.”.

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

Hong Kong, 19 January 2023

*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.*