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## **King's Flair International (Holdings) Limited**

**科勁國際(控股)有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 6822)**

### **PROFIT WARNING**

This announcement is made by King's Flair International (Holdings) Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions 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 “**Board**”) wishes to inform the Shareholders and potential investors of the Company that, based on the information currently available and the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 (the “**Reporting Period**”) by the Board, the Group expects to record a decrease in revenue and profit attributable to shareholders for the Reporting Period by approximately 20% to 30% as compared to the corresponding period in the previous year, mainly as a result of a significant decrease in the Group's sales, with a continued diminishing houseware and drinkware retail market for mid-priced to premium products in North America resulted from soaring inflation and shifts in consumer spending habits during the Reporting Period, which led to the Group's customers in the North America (including the Group's major customers) to further compressed their orders.

The Company is still in the process of finalising the Group's interim results for the six months ended 30 June 2022 (the “**Interim Results**”) and the information contained in this announcement is only a preliminary assessment on the management accounts of the Group which has not been reviewed by the audit committee or the auditors of the Company. Shareholders and potential investors of the Company are advised to refer to the Interim Results which is expected to be released on or around 25 August 2023.

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

By order of the Board  
**King's Flair International (Holdings) Limited**  
**Wong Siu Wah**  
*Chairman and Executive Director*

Hong Kong, 14 August 2023

*As at the date of this announcement, the Board comprised two executive directors, namely, Mr. Wong Siu Wah (Chairman and Chief Executive Officer) and Ms. Wong Fook Chi; and three independent non-executive directors, namely, Dr. Lau Kin Tak, Mr. Anthony Graeme Michaels and Ms. Leung Wai Ling, Wylie.*