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**CEC-COILS®**  
**CEC INTERNATIONAL HOLDINGS LIMITED**  
**CEC 國際控股有限公司\***  
*(Incorporated in Bermuda with limited liability)*  
(Stock Code: 759)

**PROFIT WARNING**

This announcement is made by CEC 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 (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 “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on financial information currently available, the Group expects to record an unaudited profit between approximately HK\$0.1 million and approximately HK\$0.5 million for the six months ended 31 October 2023 (the “**Interim Period**”), as compared with the unaudited profit of approximately HK\$33.8 million for the six months ended 31 October 2022 (the “**Previous Period**”).

The decrease in the anticipated unaudited profit for the Interim Period was primarily attributable to the following factors: -

- 1) the absence of other income contributed from the COVID-19 subsidies granted by the Hong Kong Government during the Interim Period (Previous Period: HK\$18,842,000); and
- 2) the decrease in retail sales due to the significant surge in overseas travel following the removal of COVID-19 travel restrictions outside Hong Kong.

\* For identification purpose only

The Company is still in the process of finalizing the interim results of the Group for the Interim Period. The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts and the latest information currently available, which have not been reviewed by the auditor or the audit committee of the Company and may be subject to adjustments. Finalized interim results of the Group for the Interim Period may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read the Group's interim results announcement for the Interim Period, which is expected to be published on 20 December 2023.

**Shareholders and potential investors are advised to exercise caution when dealing in the Company's securities.**

By Order of the Board  
**Tang Fung Kwan**  
*Chairman*

Hong Kong, 11 December 2023

*As at the date of this announcement, the board of directors of the Company comprises three executive directors, namely Ms. Tang Fung Kwan, Mr. Lam Kwok Chung and Mr. Ho Man Lee; and three independent non-executive directors, namely Mr. Goh Gen Cheung, Mr. Chan Chiu Ying and Ms. Tsui Mei Ling, May.*