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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 the consolidated management accounts for the year ended 30 April 2024 (the “**Current Year**”) and the latest financial information currently available, it is expected that the Group will record a loss after tax in the range of approximately HK\$29.0 million to HK\$31.0 million for the Current Year, as compared with a profit after tax of approximately HK\$49.6 million for the year ended 30 April 2023 (the “**Previous Year**”).

The expected loss for the Current Year was primarily attributable to the following four key reasons:

- 1) The decrease in retail sales due to the significant surge in outbound travel following the removal of COVID-19 travel restrictions;
- 2) No allowance or subsidy related to COVID-19 epidemic was received from the Hong Kong Government during the Current Year (Previous Year: HK\$18,832,000);
- 3) The increase in fair value loss on investment properties; and
- 4) One-off restructuring cost for certain subsidiaries.

* For identification purpose only

The Company is still in the process of finalizing the annual results of the Group for the Current Year. The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts and the latest financial information currently available, which have not been audited or reviewed by the auditor or the audit committee of the Company and may be subject to adjustments. Finalized annual results of the Group for the Current Year may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read the Group's annual results announcement for the Current Year, which is expected to be published on 24 July 2024.

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

By Order of the Board of
CEC International Holdings Limited
Tang Fung Kwan
Chairman

Hong Kong, 16 July 2024

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.