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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 (“**Company**” and together with its subsidiaries, “**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**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 31 October 2024 (the “**Current Period**”) and the latest financial information currently available, it is expected that the Group will record a loss after tax of not more than HK\$30 million for the Current Period, as compared with a profit after tax of approximately HK\$0.3 million for the six months ended 31 October 2023.

The Board considered the said loss was that the Group’s retail business continued to be affected by the following unfavourable factors:

- as the number of local residents that travel abroad remained high, with no obvious rebound in the flow of people on the streets, weekends and public holidays were the peak periods for Hong Kong people’s outbound travelling, resulting in a decrease in the number of residents who stayed in Hong Kong for consumption;
- it appears that Hong Kong residents were inclined to maintain their living habits during the pandemic, preventing night-time pedestrian traffic and spending from returning to the level before the pandemic; and
- Hong Kong dollar interest rates remained high during the period under review, affecting Hong Kong’s capital market and property market and dampening local consumers’ spending sentiment.

\* *For identification purpose only*

The Company is still in the process of finalizing the interim results of the Group for the Current 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 audited or 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 Current 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 Current Period, which is expected to be published on 16 December 2024.

**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, 5 December 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.*