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i.century Holding Limited
愛世紀集團控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 8507)

PROFIT WARNING

This announcement is made by i.century Holding Limited (the “**Company**” together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provision (as defined under the GEM 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 (“**Shareholders**”) and potential investors that based on the information currently available to the Company and the preliminary review of the unaudited consolidated management accounts of the Group for the nine months ended 31 December 2018, it is expected although the Group would record an increase in the sales volume by approximately 130,000 pieces for the nine months ended 31 December 2018, the Group would record a slight decrease in the revenue by approximately 0.5% for the nine months ended 31 December 2018 and, there will be a loss attributable to the owners of the Company for the period in 2018 as compared to the profit during the corresponding period in 2017. Such loss is mainly attributable to:

- (i) the decrease in gross profit and gross profit margin of the Group, for the nine months ended 31 December 2018 in particular, which was mainly due to:
 - (a) The U.S. customers changed to a conservative procurement attitude due to their raising concern over current status of the trade conflicts between China and the U.S.; and
 - (b) the decrease in average selling price of two major products of the Group, jackets and pullover; and
- (ii) the increase in administrative expenses by approximately HK\$7.5 million which was mainly due to the recurrence of legal and professional fee after the listing and annual salary increment for administrative staff and directors.

As the Company is still in the process of finalising its unaudited consolidated results for the nine months ended 31 December 2018, the information contained in this announcement is only a preliminary assessment by the Board based on the latest information currently available to the Company, which includes, inter alia, the unaudited consolidated management accounts for the nine months ended 31 December 2018, and such information has neither been reviewed by the Company's auditors nor the audit committee of the Company and may be subject to changes.

Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
i.century Holding Limited
Leung Kwok Hung Wilson

Chairman, Executive Director and Chief Executive Officer

Hong Kong, 29 January 2019

As at the date of this announcement, the Executive Directors are Mr. Leung Kwok Hung Wilson (Chairman and Chief Executive Officer), Ms. Tam Shuk Fan and Ms. Lee Yin Mei; and the Independent Non-Executive Directors are Ms. Cheung Wai Man, Mr. Lau Yau Chuen Louis and Mr. Lee Kwun Ting.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least 7 days from the day of its publication. This announcement will also be published on the Company's website at www.icenturyholding.com.