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king fook holdings limited
景福集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 280)

POSITIVE PROFIT ALERT

This announcement is made by King Fook Holdings Limited (the “Company”, together with its subsidiaries collectively referred to as the “Group”) pursuant to Rule 13.09 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).

The board of directors of the Company announces that, based on the unaudited consolidated management accounts of the Group for the six months ended 30 September 2019 (the “2019 Half Year”), the Group is expected to achieve a turnaround to profit for the 2019 Half Year as compared to loss for the corresponding period in 2018. Such turnaround to profit was primarily due to an increase in revenue in the retail business of the Group during such period mainly as a result of improved productivity of sales staff with enhanced training provided by the Group and continued growth of sales to local high end customers.

The information contained in this announcement is only based on a preliminary assessment by the management of the Company after reviewing the unaudited consolidated management accounts of the Group for the 2019 Half Year. The Company is still in the process of finalising the interim results of the Group for the 2019 Half Year, which are subject to further review by the Company’s auditors and approval by the audit committee of the Company. Therefore the actual results of the Group for the 2019 Half Year may differ from the information contained in this announcement. Announcement of the interim results of the Group for the 2019 Half Year is expected to be released in November 2019 pursuant to the requirements of the Listing Rules.

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

By Order of the Board
Tang Yat Sun, Richard
Chairman

Hong Kong, 30 October 2019

As at the date of this announcement, the executive directors of the Company are Mr. Tang Yat Sun, Richard, Dr. Fung Yuk Bun, Patrick and Mr. Yeung Ka Shing; the non-executive director is Mr. Wong Wei Ping, Martin; and the independent non-executive directors are Mr. Cheng Kar Shing, Peter, Mr. Ho Hau Hay, Hamilton, Mr. Sin Nga Yan, Benedict and Mr. Cheng Kwok Shing, Anthony.