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## **SIMPLICITY HOLDING LIMITED**

**倩碧控股有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8367)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Simplicity Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the Group’s unaudited consolidated management accounts, the Group is expected to record a profit before tax of approximately HK\$8.2 million for the nine months ended 31 December 2020 as compared to net loss of HK\$29.6 million in the corresponding period in 2019. The Board considered that the turnaround from loss to profit was mainly attributable to (i) receipt of government subsidies under the Anti Epidemic Fund; (ii) reversal of impairment loss of interest in an associate; and (iii) decrease in staff costs as a result of implementation of control measures by the Group.

The Company is still in the process of finalising its unaudited consolidated management accounts for the nine months ended 31 December 2020. The information contained in this announcement is only based on the preliminary assessment by the Board on the unaudited consolidated management accounts of the Group for the nine months ended 31 December 2020 and the information available for the time being, which have not been reviewed by the audit committee of the Company nor audited by the Company’s auditors, and is subject to possible adjustment. Shareholders and potential investors are advised to read carefully the results announcement of the Group for the nine months ended 31 December 2020, which is expected to be released on 5 February 2021.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Simplicity Holding Limited**  
**Wong Suet Hong**  
*Chairman and Executive Director*

Hong Kong, 1 February 2021

\* *For identification purpose only*

*As at the date of this announcement, the executive Directors of the Company are Ms. Wong Suet Hing, Ms. Wong Sau Ting Peony, Mr. Ma Sui Hong and Mr. Wong Chi Chiu Henry; and the independent non-executive Directors of the Company are Ms. Ng Yau Kuen Carmen, Mrs. Cheung Lau Lai Yin Becky and Mr. Yu Ronald Patrick Lup Man.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least seven days from the date of its publication and posting and will be published and remains on the website of the Company at <http://www.simplicityholding.com>.*