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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)**

### **PROFIT WARNING**

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

After preliminary review by the Company’s management of the unaudited management accounts of the Group and assessment of the information currently available, the board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record a loss and total comprehensive expense of not less than HK\$8.3 million for the nine months ended 31 December 2018 (the “**Period**”) compared with a loss and total comprehensive expense of approximately HK\$2.7 million recorded by the Group for the nine months ended 31 December 2017. The loss for the Period was mainly attributable to, among others, i) increase in raw materials and consumables used, mainly food costs, from approximately 27.0% to 28.5% of our revenue; and ii) increase in staff costs of approximately HK\$7.5 million resulting from increase in the number of restaurants being operated by the Group; and iii) increase in rental and related expenses and other operating expenses, mainly attributable to the start-up operation costs for new restaurants opened during the Period.

As the Company is still in the process of finalizing the unaudited consolidated results of the Company for the Period, the information contained in this announcement is only a preliminary assessment by the Board based on the latest information currently available, and is not based on any data or information which is finalized or reviewed by the audit committee of the Company. Actual financial results of the Group for the Period may be different from what is disclosed in this announcement. The results announcement for the Period is expected to be published on 30 January 2019.

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

By Order of the Board of  
**Simplicity Holding Limited**  
**Wong Sau Ting Peony**  
*Executive Director and Chief Executive Officer*

Hong Kong, 29 January 2019

*As at the date of this announcement, the executive Directors of the Company are Ms. Wong Suet Hing (Chairlady), Ms. Wong Sau Ting Peony (Chief Executive Officer), Mr. Wong Muk Fai Woody, 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>.*

\* *For identification purpose only*