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## **LIFESTYLE INTERNATIONAL HOLDINGS LIMITED**

**利福國際集團有限公司**

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

**(Stock Code: 1212)**

### **PROFIT WARNING**

This announcement is made by Lifestyle International Holdings Limited (the “Company”, together with its subsidiaries collectively 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that based on the management’s preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2020 (the “Year”), the Group is expected to record a profit attributable to owners of the Company of approximately HK\$138 million, down 93% from HK\$1,891 million recorded in 2019.

The significant year-on-year profit drop was mainly due to i) a substantial fall in the Group’s sales and revenue, which was a direct result of the severe adverse impacts from the novel coronavirus (COVID-19) pandemic and its containment measures to the foot traffic as well as reduced operating hours of the stores of the Group during the Year; and ii) a much smaller interest and investment gain is expected to be recorded as comparing to an approximately HK\$740 million recorded in 2019.

The expected turnaround from a loss in the first six months ended 30 June 2020 (the “Period”) into a profit for the Year was mainly attributable to a generally slight improvement in consumer sentiment and hence sales of the Group in the second half of the year as well as an expected interest and investment gain for the Year whereas it was a loss of approximately HK\$303 million for the Period in respect of the Group’s cash and financial investment portfolio.

The Company is still in the process of finalising its annual results of the Group for the Year and the information contained in this announcement represents only a preliminary assessment by the management of the Company based on the information currently available and is not based on any figures or information which have been reviewed or audited by the Company's auditors. The actual results of the Group for the Year may be different from the estimates disclosed herein.

Details of the Group's annual results for the Year are expected to be announced on 2 March 2021. Shareholders and potential investors are advised to read the results announcement of the Company when it is published.

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

By order of the Board  
**Lifestyle International Holdings Limited**  
**Poon Fuk Chuen**  
*Company Secretary*

Hong Kong, 19 February 2021

*As at the date of this announcement, the Board comprises Mr. Lau Kam Sen and Ms. Lau Kam Shim as executive directors; Mr. Lau Luen Hung, Thomas, Mr. Doo Wai Hoi, William and Ms. Lau Yuk Wai, Amy as non-executive directors; and Mr. Lam Siu Lun, Simon, The Hon. Shek Lai Him, Abraham, Mr. Hui Chiu Chung and Mr. Ip Yuk Keung as independent non-executive directors.*