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SITOY GROUP HOLDINGS LIMITED

時代集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1023)

PROFIT WARNING

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

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review of the Group’s unaudited consolidated financial statements for the year ended 30 June 2017, the profit attributable to owners of the Company for the year ended 30 June 2017 is expected to decrease substantially as compared to the profit attributable to owners of the Company of approximately HK\$370,142,000 for the corresponding period in 2016.

Based on the relevant information currently available, the Board considers that such a decrease is primarily attributable to the decrease in the revenue of the Group as a result of the decrease in global demand from high-end and luxury brand customers in the manufacturing business, which in turn led to the decrease in sales orders of the Group’s manufacturing business.

The Board also wishes to inform the Shareholders and potential investors of the Company that the retail business has shown significant recovery for the year ended 30 June 2017. The retail segment for the year ended 30 June 2017 is expected to record a significant increase in revenue when compared to the retail segment revenue of approximately HK\$119,617,000 for the corresponding period in 2016 and is

expected to record a segment profit for the year ended 30 June 2017 as opposed to a segment loss in the corresponding period in 2016. It is mainly due to 1) the Group's efforts in enhancing its retail channel structure and store efficiency; 2) the revenue contribution from its wholesale business; and 3) the implementation of cost control policies.

The property investment segment remained stable during the year ended 30 June 2017.

The Company is still in the process of finalising the consolidated financial statements of the Group for the year ended 30 June 2017. The information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the information currently available, which has not been reviewed or audited by the external auditors and the audit committee of the Company and may be subject to change. Shareholders and potential investors of the Company are advised to refer to the details of the Group's final annual results announcement for the year ended 30 June 2017 to be published in due course. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Sitoy Group Holdings Limited
Yeung Michael Wah Keung
Chairman

Hong Kong, 4 August 2017

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Michael Wah Keung, Mr. Yeung Wo Fai, Mr. Yeung Andrew Kin and Mr. Lau Kin Shing, Charles; and the independent non-executive directors of the Company are Mr. Yeung Chi Tat, Mr. Kwan Po Chuen, Vincent and Mr. Lung Hung Cheuk.