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Amuse Group Holding Limited

佰悅集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8545)

POSITIVE PROFIT ALERT

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the unaudited consolidated management accounts of the Group for the three months ended 30 June 2019 (the “**Period**”), the Group expects to record an unaudited consolidated profit attributable to owners of the Company of not less than HK\$1.8 million for the Period as compared with the unaudited consolidated loss attributable to owners of the Company approximately HK\$0.5 million for the three months ended 30 June 2018 (the “**Corresponding Period**”), mainly because of (i) the significant increase in sales orders of original design manufacturing (ODM) toys; (ii) the successful implementation of expand distribution sales channels; (iii) no more listing expense eroding the profit in the Period.

The Company is still in the process of finalising the unaudited first quarterly results of the Group for the Period. The information contained in this announcement is only based on the Board’s assessment of the latest information currently available and the unaudited consolidated management accounts of the Group. Shareholders and potential investors are advised to read carefully the unaudited first quarterly results announcement of the Group for the Period, which is expected to be published on 14 August 2019.

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

By order of the Board
Amuse Group Holding Limited
Li Wai Keung
Chairman and Executive Director

Hong Kong, 9 August 2019

As at the date of this announcement, the Board comprises Mr. Li Wai Keung, Mr. To Hoi Pan and Ms. Lee Kwai Fong as executive Directors; Mr. Na Zhiming as non-executive Director; and Mr. Yu Pui Hang, Mr. Tung Man and Ms. Chow Chi Ling Janice as independent non-executive Directors.