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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 nine months ended 31 December 2020 (the “**Period**”), the Group expects to record an unaudited consolidated profit attributable to owners of the Company of not less than HK\$13,000,000 for the Period as compared with the unaudited consolidated profit attributable to owners of the Company of approximately HK\$6,777,000 for the nine months ended 31 December 2019 (the “**Corresponding Period**”), mainly due to a significant drop in administrative expense for the Period as some items of expenses were no longer incurred or were considerably reduced during the Period. The notable expense reductions compared with the Corresponding Period are (i) promotion expense for the corporate identity on media; (ii) loss on deregistration of a subsidiary in Mainland China; and (iii) impairment loss on trade receivables.

The Company is still in the process of finalising the unaudited third 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 third quarterly results announcement of the Group for the Period, which is expected to be published on 8 February 2021.

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, 1 February 2021

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. Yu Ziyi as non-executive Director; and Mr. Yu Pui Hang, Ms. Ren Hongyan and Ms. Chow Chi Ling Janice as independent non-executive Directors.