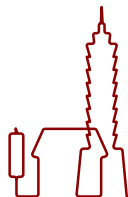


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Snack Empire Holdings Limited

快餐帝國控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1843)

PROFIT WARNING

This announcement is made by Snack Empire 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**” and the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on a preliminary assessment by the Company’s management on the unaudited consolidated management accounts of the Group and the information currently available to the Board, the Group expects profit attributable to equity holders of the Company for the six months ended 30 September 2020 (the “**Period**”) to fall by approximately 37.0% as compared to the six months ended 30 September 2019. The Directors consider such decrease was mainly due to (i) decrease in revenue as a result of the Coronavirus Disease 2019 pandemic which has adversely affected the economy of the major countries in which the Group operates in; (ii) increase in selling and distribution expenses mainly attributable to the increase in advertising expenses, higher staff cost, rental expenses and related right of use depreciation as part of the Group’s expansion plan; (iii) increase in administrative expenses mainly attributable to higher staff cost; and (iv) partially offset by the increase in other income mainly comprising government grants.

As the Group is still in the process of finalising the interim results of the Group for the Period, the information contained in this announcement is only a preliminary assessment by the Board based on the latest information currently available to the Board and the unaudited consolidated management accounts of the Group, which are subject to possible adjustment and review by the Company's audit committee. Shareholders and potential investors are advised to read the announcement of the Company in relation to the interim results of the Group for the Period carefully.

The interim results announcement of the Group for the Period is expected to be published on or around 30 November 2020.

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

For and on behalf of
Snack Empire Holdings Limited
Daniel Tay Kok Siong
Chairman and Executive Director

Hong Kong, 20 November 2020

As of the date of this announcement, the Board comprises Mr. Daniel Tay Kok Siong (chairman) and Mr. Wong Chee Tat (chief executive officer) as executive Directors; and Mr. Jong Voon Hoo, Mr. Koh Boon Chiao and Mr. Lim Wee Pin as independent non-executive Directors.