

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

C.banner International Holdings Limited

千百度國際控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1028)

PROFIT WARNING

This announcement is made by C.banner International 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 and 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**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Board’s preliminary assessment of the Group’s unaudited consolidated management accounts and other information currently available to the Board, the Group is expected to record an estimated loss attributable to Shareholders of approximately RMB80 million for the year ended 31 December 2018 (the “**Reporting Period**”), as compared with a profit attributable to Shareholders for the year ended 31 December 2017. The estimated loss for the Reporting Period has yet to include the potential impairment loss to be accrued for impairment of goodwill.

Subject to adjustments for the impairment of goodwill, the loss for the Reporting Period was mainly due to, among others, (i) the loss arising from clearance of inventory for the licensed brand products due to the expiration of certain licensed brand distribution agreements during the Reporting Period; and (ii) an increase in share-based payment expenses resulting from the award of bonus shares to employees in the second half of 2018.

The Company is still in the process of finalising the Group’s annual results for the year ended 31 December 2018, which are expected to be announced on or before 31 March 2019. The information contained in this announcement is only based on the Board’s preliminary assessment of information currently available to it, has not been reviewed or confirmed by the Company’s auditor or audit committee, and may be subject to adjustments.

Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
C.banner International Holdings Limited
Chen Yixi
Chairman

PRC, 8 February 2019

As at the date of this announcement, the executive directors of the Company are Mr. CHEN Yixi, Mr. ZHAO Wei, Mr. HUO Li and Mr. YUAN Zhenhua; the non-executive director of the Company is Mr. MIAO Bingwen; and the independent non-executive directors of the Company are Mr. KWONG Wai Sun Wilson, Mr. LI Xindan, Mr. ZHANG Zhiyong and Mr. ZHENG Hongliang.