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BExcellent Group Holdings Limited

精英匯集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1775)

PROFIT WARNING

This announcement is made by BExcellent 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, the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 July 2019, which have not been reviewed or audited by the independent auditor of the Company, the Group is expected to record a decrease in profit attributable to the Shareholders by approximately 50% to 70% (the “**Profit Decrease**”) for the year ended 31 July 2019 (the “**Year**”) as compared to that of the year ended 31 July 2018. The Company believes that the Profit Decrease would be mainly attributable to, amongst others (i) the decrease in the Group’s total revenue for the Year which would mainly be resulted from the decrease in the total number of unique student enrollments and session enrollments in the private supplementary secondary school education services; and (ii) the effect of (a) the increase of operating lease expenses; and (b) the decrease in occupancy rate of teaching centres of the Group.

As the Company has not yet prepared the audited annual results of the Group for the Year, the information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 July 2019, which have not been reviewed or audited by the independent auditor of the Company. Actual financial results of the Group for the Year may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the Company’s audited annual results announcement for the Year, which is expected to be published in October 2019 in accordance with the requirements of the Listing Rules.

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

By order of the Board
BExcellent Group Holdings Limited
Leung Ho Ki, June
Chairman and Executive Director

Hong Kong, 19 August 2019

As at the date of this announcement, the Company's executive directors are Ms. Leung Ho Ki, June (Chairman), Mr. Tam Wai Lung (Chief Executive Officer), Mr. Chan Tsz Ying, Wister and Mr. Li Man Wai; the non-executive director is Dr. Shen Xu Hui and the independent non-executive directors are Mr. Kwan Chi Hong, Mr. Li Kai Sing, and Professor Wong Roderick Sue Cheun.