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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 assessment on the unaudited consolidated management accounts for the six months ended 31 January 2021 (the “**Period**”) of the Group and the information currently available to the management of the Group, the Group is anticipated to record a loss attributable to the Shareholders for the Period of not more than HK\$8.0 million as compared to the profit attributable to the Shareholders of approximately HK\$19.4 million for the six months ended 31 January 2020.

Such anticipated loss would mainly be attributable to the decrease in revenue and session enrolments from our education services due to the prolonged suspension of, as well as the restriction on student number in, face-to-face classes under the orders by Education Bureau resulting from the COVID-19 pandemic. The Company has taken various measures, particularly cost control measures, including liaison of rental concession, closure of certain teaching centres with lower utilization, operation adjustment and human resources reallocation etc., to minimize the impact of the COVID-19 pandemic on the Group’s operation and financial performance. The Company is closely monitoring further development of the market conditions and will implement corresponding measures as and when appropriate.

The information contained in this announcement is subject to the finalization of the consolidated financial statements of the Group for the Period. Therefore, the actual financial results of the Group for the Period may differ from the information contained in this announcement. Shareholders and potential investors are advised to read carefully the Company’s unaudited interim results announcement for the Period, which is expected to be published in March 2021 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, 26 February 2021

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; and the independent non-executive directors are Mr. Kwan Chi Hong, Mr. Li Kai Sing, and Professor Wong Roderick Sue Cheun.