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EAGLE NICE (INTERNATIONAL) HOLDINGS LIMITED

鷹美（國際）控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 02368)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that the Group is expected to record a substantial increase in profit attributable to the owners of the Company for the six months ended 30 September 2020 as compared to that for the corresponding period in 2019.

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

This announcement is made by Eagle Nice (International) Holdings Limited (the "Company", and together with its subsidiaries, the "Group") pursuant to Rule 13.09(2) 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 of the Laws of Hong Kong) (the "SFO").

The board of directors (the "Board") of the Company wishes to inform the shareholders (the "Shareholders") and potential investors of the Company that the Group is expected to record a substantial increase in profit attributable to the owners of the Company of approximately 40% to 50% for the six months ended 30 September 2020 as compared to that of HK\$159.1 million for the corresponding period in 2019.

** For identification purposes only*

Based on the information currently available to the Company, the Board believes that the main reasons attributable to the expected substantial increase in profit attributable to the owners of the Company are: (i) decrease in the production costs of the Group as a result of the various COVID-19 related relief measures from the government of the People's Republic of China ; (ii) decrease in operating costs resulting from less workplace activities and business travel due to COVID-19; and (iii) reduction in both bank loan interest rate and utilized amount of bank loans bringing about decrease in finance costs during the six month ended 30 September 2020.

The Company is still in the process of finalising the financial statements of the Group for the six months ended 30 September 2020. The information contained in this announcement is only a preliminary assessment made by the Board based on the management accounts of the Group and currently available information which have not been reviewed or audited by the Company's auditors. The announcement for the interim results of the Group for the six months ended 30 September 2020 is expected to be released on Thursday, 12 November 2020.

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

By order of the Board
Eagle Nice (International) Holdings Limited
Chung Yuk Sing
Executive Director

Hong Kong, 21 October 2020

As at the date of this announcement, the Board comprises six executive Directors, namely, Mr. Chung Yuk Sing, Mr. Chen Hsiao Ying, Mr. Huang Yongbiao, Ms. Chen Fang Mei, Christina, Mr. Hu Dien Chien and Mr. Shih Chih-Hung, and three independent non-executive Directors, namely, Mr. Chan Cheuk Ho, Mr. Lu Chi Chant and Ms. Tham Kit Wan.