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Regina Miracle International (Holdings) Limited

維珍妮國際(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2199)

POSITIVE PROFIT ALERT AND BUSINESS UPDATE

This announcement is made by Regina Miracle International (Holdings) Limited (the “**Company**”, and 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 the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of 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 a preliminary review and assessment on the draft unaudited consolidated management accounts of the Group, the Group is expected to record a consolidated net profit attributable to equity holders of the Company of not less than HK\$500,000,000 for the year ended 31 March 2022 (the “**Year**”) as compared to a profit of HK\$125,515,000 for the last year, representing an increase of not less than 300%.

Such improvement in the performance of the Group is primarily attributable to:

- (i) Remarkable increase in the Group’s sales. Orders from long-term brand partners continued to increase. Sales of intimate wear with innovative craftsmanship fully restored and outpaced pre-pandemic level, whereas sales momentum of sports products, especially sports bras, consumer electronics and footwear products remained strong;
- (ii) Improvement in production efficiency and economy of scale. The Vietnam and Shenzhen production bases maintained stable and efficient production capacity during the pandemic, while their effectiveness and efficiency were further improved through automated and digitalized production as well as economies of scale and skilled craftsmanship, enabling the Group to fulfill urgent orders and providing solid support to the Group’s operation.

BUSINESS DEVELOPMENT

Going into the year ending 31 March 2023 (“**Fiscal 2023**”), the Group will continue its focus on innovation and commitment to advancing the industry’s development with its world leading innovation in craftsmanship and technology, and developing differentiated and high quality innovative products that can create demands for its brand partners, with a view to capture opportunities and mitigate risks in an ever-changing environment while sustaining business growth in the long term. With the Group’s efforts, its sales growth is expected to continue in Fiscal 2023 and the Group remains cautiously optimistic towards its sales and profit performance in Fiscal 2023.

The Company is still in the course of preparing and finalizing the consolidated annual results of the Group for the Year. The information contained in this announcement is only a preliminary assessment by the Board with reference to the draft unaudited consolidated management accounts of the Group for the Year and the information currently available to the Board, and not on any data or information which has been audited or reviewed by the Company’s auditors or audit committee. The annual results of the Company for the Year are expected to be announced by the Company on or before 30 June 2022. Therefore, the actual consolidated annual results of the Group for the Year may differ from the information set out in this announcement.

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

By Order of the Board of
Regina Miracle International (Holdings) Limited
Mr. Hung Yau Lit (also known as YY Hung)
Chairman and Executive Director

Hong Kong, 13 June 2022

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Hung Yau Lit (also known as YY Hung), Mr. Yiu Kar Chun Antony, Mr. Liu Zhenqiang, Mr. Chen Zhiping and Ms. Sze Shui Ling as executive Directors, and Dr. Or Ching Fai, Mrs. To Wong Wing Yue Annie and Ms. Tam Laiman as independent non-executive Directors.