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TASTY CONCEPTS HOLDING LIMITED

賞之味控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8096)

PROFIT WARNING

This announcement is made by Tasty Concepts Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited management accounts of the Group for the three months ended 30 June 2021 and assessment of the latest information currently available to the Board, the Group is expected to record a loss after tax not less than HK\$1 million for the three months ended 30 June 2021 as compared with a profit after tax of approximately HK\$0.3 million recorded for the three months ended 30 June 2020. The loss-making position for the three months ended 30 June 2021 was mainly attributable to the factors including (i) the decrease in government grants received under the “Anti-epidemic Fund” and “Employment Support Scheme” due to the outbreak of the coronavirus disease (COVID-19); (ii) the decrease in rental concessions received from landlords; and (iii) the increase in staff costs.

As the Company is still in the process of finalising the unaudited consolidated results of the Group for the three months ended 30 June 2021, the information contained in this announcement is only a preliminary assessment by the Board based on the latest information currently available, and is not based on any data or information which is finalised or reviewed by the auditor or audit committee of the Company. Actual financial results of the Group for the three months ended 30 June 2021 may be

different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the Company in relation to the first quarterly results of the Group for the three months ended 30 June 2021, which is expected to be released on 6 August 2021.

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

By order of the Board
Tasty Concepts Holding Limited
Tang Hing Chee
Chairman and Executive Director

Hong Kong, 2 August 2021

As at the date of this announcement, the Directors are:

Executive Directors:

Mr. Tang Chun Ho Chandler (Chief Executive Officer)

Mr. Tang Hing Chee (Chairman)

Independent non-executive Directors:

Mr. Lai Man Hin

Mr. Ho Lai Chuen

Mr. Lee Koon Tak

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the website of the Stock Exchange at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and will be published on the Company's website at www.butaoramen.com.