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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 nine months ended 31 December 2019 (the “**Period**”) and assessment of the latest information currently available to the Board, the Group is expected to record a loss after tax over approximately HK\$13 million for the Period as compared with a profit after tax (excluding listing expenses) of approximately HK\$9 million recorded for the nine months ended 31 December 2018. The loss-making position for the Period was mainly attributable to the factors including (i) the decrease in revenue from restaurants as affected by the weakening consumers’ spending sentiment and shortening business hours for some of the restaurants resulting from the recent social incidents since June 2019, especially during weekends; (ii) initial cost incurred for the opening of new restaurants; (iii) the increase in business development costs, staff costs and other operating expenses resulting from the challenging business environment faced by the catering industry; and (iv) the increase in professional expenses after listing.

As the Company is still in the process of finalising the unaudited consolidated results of the Group for the Period, 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 audit committee of the Company. Actual financial results of the Group for the Period 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 results of the Group for the Period.

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

Hong Kong, 6 February 2019

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

Executive Director:

Mr. Tang Chun Ho Chandler (Chief Executive Officer)

Non-executive Director:

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.