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BCI Group Holdings Limited

高門集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8412)

PROFIT WARNING

This announcement is made by BCI Group Holdings 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 “**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 on the unaudited consolidated management accounts of the Group for the nine months ended 28 February 2018 (the “**Period**”) and other information currently available to the Board, the Group is expected to record an increase in loss for the Period as compared to the loss for the corresponding period in 2017. The Board considers that such increase in loss was mainly attributable to (i) a decrease in revenue of approximately 7.5% generated from the Group’s clubs and entertainment operation and restaurants operation, as compared to such revenue of approximately HK\$73.8 million recognised for the corresponding period in 2017; (ii) an increase in advertising and marketing expenses on the featured events during the Period (which included night entertainment events lead by an internationally renowned guest DJ and based on festive and holiday themes), as compared to such expenses for the corresponding period in 2017; (iii) an increase in employee benefits expenses (mainly due to the increase in headcount and the recognition of the discretionary bonuses paid or payable to the Directors, senior management and employees as a result of the expansion of the Group’s operation during the Period), as compared to such expenses for the corresponding period in 2017; and (iv) an increase in other expenses during the Period such as professional fees subsequent to the listing of the Company’s shares on GEM.

The Company is still in the process of finalising the Group’s unaudited consolidated results 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 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the announcement to be published by the Company in relation to the results of the Group for the Period.

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

By order of the Board
BCI Group Holdings Limited
Ng Shing Joe Kester
Chairman and executive Director

Hong Kong, 4 April 2018

As at the date of this announcement, the executive Directors are Mr. Ng Shing Joe Kester and Ms. Lau Sze Yuen, the non-executive Director is Mr. Kan Sze Man and the independent non-executive Directors are Mr. Wong Sui Chi, Mr. Li Lap Sun and Mr. Ng Kwok Kei Sammy.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of the Stock Exchange 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 beliefs 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 GEM website at www.hkgem.com on the "Latest Company Announcements" page for at least 7 days from the date of its posting. This announcement will also be published on the Company's website at www.bcigroup.com.hk.