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JS Global Lifestyle Company Limited

JS 环球生活有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1691)

POSITIVE PROFIT ALERT

This announcement is made by JS Global Lifestyle Company Limited (the “**Company**”, 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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited management accounts of the Group, consolidated profit of the Group is expected to increase significantly to not less than US\$100 million for the six months ended June 30, 2020, compared to US\$21.9 million for the six months ended June 30, 2019. The substantial increase is mainly attributable to the following factors: (i) the robust growth in total revenue of the Group in the first half of 2020, particularly from the significant growth in the North American and European markets; and (ii) the tariff refunds from the temporary exemption on the Group’s certain products.

The information in this announcement is only based on a preliminary review of the unaudited management accounts of the Group for the six months ended June 30, 2020, which have not yet been finalized and which have not been reviewed by the Group’s auditors. The actual financial results of the Group for the six months ended June 30, 2020 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to carefully read the interim results announcement for the six months ended June 30, 2020, which will be published by the Company by the end of August 2020.

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

By order of the Board
JS Global Lifestyle Company Limited
Wang Xuning
Chairman

Hong Kong, August 9, 2020

As at the date of this announcement, the Board comprises Mr. Wang Xuning, Ms. Han Run and Ms. Huang Shuling as executive directors, Mr. Hui Chi Kin Max and Mr. Stassi Anastas Anastassov as non-executive directors and Dr. Wong Tin Yau Kelvin, Mr. Timothy Roberts Warner and Mr. Yang Xianxiang as independent non-executive directors.