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世紀娛樂國際控股有限公司

CENTURY ENTERTAINMENT INTERNATIONAL HOLDINGS LIMITED

(Formerly known as Amax International Holdings Limited 奧瑪仕國際控股有限公司)

(Incorporated in Bermuda with limited liability)

(Stock Code: 959)

PROFIT WARNING

This announcement is made by Century Entertainment 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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the 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 and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2020 (the “**2020 Interim Results**”), the Group is expected to record a loss attributable to owners of the Company of approximately HK\$6.2 million, as compared to a loss of approximately HK\$14.7 million in the corresponding period in 2019.

Reference is made to the announcements of the Company dated 2 April 2020, 27 May 2020, 6 July 2020 and 30 September 2020 (the “**Announcements**”) and the circular (the “**Circular**”) of the Company 13 March 2020 in relation to, among other things, the Temporary Closure, the termination of the License Agreement with respect to the VIP room gaming business, the Assignment and the relocation of the Casino. Unless defined otherwise, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcements and the Circular.

The decrease in loss for the six months ended 30 September 2020 was primarily the result of loss incurred for the period which was mainly due to (a) the decrease in revenue for the Group for this period for continuing operations by about 87% which was mainly attributable to the Temporary Closure since 1 April 2020 affecting (i) the VIP room gaming business in Cambodia which had then been terminated from 1 June 2020; and (ii) the Gaming Table Business and also that the work on the re-opening of the Casino is still in progress; and (b) amortisation of intangible assets for this period for continuing operations, and was offset by the fair value gain on promissory notes and consultancy income.

The Board also wishes to emphasize that in relation to the operation of the Gaming Tables under the Gaming Table Business Rights, Lion King and the Guarantor will continue to fulfill their obligations under the Guaranteed Profits in the Assignment Agreement.

It should be noted that the Company has yet to finalise the 2020 Interim Results of the Group. The information contained in this announcement is only based on information currently available to the Group and the Board's preliminary assessment of the management accounts of the Company, all of which have not been reviewed or audited by the Company's audit committee or auditors and are subject to adjustments.

The actual 2020 Interim Results of the Group may be different from what is disclosed herein. Details of the Group's financial information will be disclosed in the interim results announcement of the Group, which is expected to be published before the end of November 2020.

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

By order of the Board
Century Entertainment International Holdings Limited
Ng Man Sun
Chairman and Chief Executive Officer

Hong Kong, 17 November 2020

As at the date hereof, Mr. Ng Man Sun (Chairman and Chief Executive Officer) and Ms. Ng Wai Yee are the executive directors of the Company; and Ms. Yeung Pui Han, Regina, Mr. Li Chi Fai and Ms. Sie Nien Che, Celia are the independent non-executive directors of the Company.