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Cowell e Holdings Inc.

高偉電子控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1415)

PROFIT WARNING

This announcement is made by Cowell e Holdings Inc. (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 and the Inside Information Provisions 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 and potential investors of the Company that, based on a preliminary assessment by the management of the Group on the unaudited consolidated management accounts of the Group for the five months ended 31 May 2018 (the “**Management Accounts**”), the Group may record a net loss attributable to Shareholders for the six months ending 30 June 2018 (the “**Period**”) as compared with a net profit attributable to Shareholders for the six months ended 30 June 2017. The change is primarily attributable to (i) the decrease in sales due to weak demand in the smartphone industry during the Period; and (ii) more fierce competition from other suppliers in the market.

The information contained in this announcement is only based on a preliminary assessment by the Board on the Management Accounts, which has not been finalized or reviewed by the Company’s auditors or the audit committee of the Company. Further details of the Company’s performance will be disclosed when the interim results of the Company for the Period is expected to be published on or before 31 August 2018.

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

By the order of the Board of
Cowell e Holdings Inc.
Seong Seokhoon
Chairman

Hong Kong, 15 June, 2018

As at the date of this announcement, the Board comprises Mr. Seong Seokhoon and Mr. Lee Dong Goo as executive Directors; and Dr. Song Si Young, Mr. Kim Chan Su and Mr. Andrew Look as independent non-executive Directors.