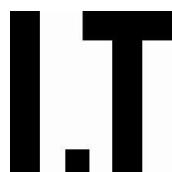


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I.T LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 999)

**UNAUDITED FY18/19 THIRD QUARTER TRADING UPDATE
FOR THE THREE MONTHS ENDED 30 NOVEMBER 2018**

This announcement is made pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of I.T Limited (the “Company”) is pleased to present the key business operations and selected unaudited financial information of the Company and its subsidiaries (the “Group”) for the three months ended 30 November 2018 (the “Third Quarter”):

Same store sales growth (in their respective local currencies) - key operating markets:

3 months ended 30 November 2018	YOY Change
Hong Kong & Macau	-1.8%
Mainland China	+6.8%
Japan & the USA	+8.5%

9 months ended 30 November 2018	YOY Change
Hong Kong & Macau	+4.8%
Mainland China	+1.0%
Japan & the USA	+11.1%

Gross profit margin (in Hong Kong Dollar) - key operating markets:

	3 months ended 30 November 2018	YOY change
Hong Kong & Macau	64.0%	+1.1%pt
Mainland China	60.1%	-4.7%pt
Japan & the USA	68.5%	-0.4%pt
Group	62.7%	-2.2%pt

	9 months ended 30 November 2018	YOY change
Hong Kong & Macau	63.8%	+2.9%pt
Mainland China	60.6%	-2.2%pt
Japan & the USA	71.4%	+0.6%pt
Group	63.5%	+0.1%pt

Our operating regions achieved varying levels of performance amidst complex macroeconomic conditions affecting the overall retail landscape in the Third Quarter. Our Hong Kong & Macau operations registered negative same store sales growth as a result of multiple typhoons, and weaker consumption appetite during the period. In contrast, our Mainland China business delivered positive same store sales growth, and our Japan & the USA regions continued to progress on a positive trend.

The Group continued executing measures to safeguard our gross margin, including the hold back of price discount activities. However, enhancements to gross margin was overshadowed by the negative impact of the depreciation of currencies of our merchandize purchase. As a result, gross margin decreased during the period.

We have been even more cautious about the overall operating environment over the last few months, as the recent escalation of trade dispute between Mainland China and the United States has cast greater uncertainties on the future economic outlook. Moreover, the warm weather in Hong Kong & Macau may further weigh negatively on the consumer spending momentum across the region.

Caution Statement:

The Board of Directors of the Company would like to remind investors that the above trading update is compiled based on the Company's internal records and management accounts for the three months and nine months ended 30 November 2018 which have not been reviewed or audited by the auditor of the Company. **Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board
Sham Kar Wai
Chairman

Hong Kong, 23 January 2019

As at the date of this announcement, the Board comprises Mr. SHAM Kar Wai, Mr. SHAM Kin Wai and Mr. CHAN Wai Kwan as Executive Directors and Mr. Francis GOUTENMACHER, Dr. WONG Tin Yau, Kelvin, JP and Mr. MAK Wing Sum, Alvin as Independent Non-executive Directors.