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SY HOLDINGS GROUP LIMITED

盛業控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6069)

POSITIVE PROFIT ALERT

This announcement is made by SY Holdings Group 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 (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) is pleased to report the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the currently available information of the Company and a preliminary assessment of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2025, the net profit of the Company for the six months ended 30 June 2025 is expected to increase by approximately 20% as compared to that for the six months ended 30 June 2024. The expected increase is mainly attributable to the following:

(I) STEADY GROWTH IN PLATFORM SCALE

Through its platform-based development strategy, the Group leverages cutting-edge technologies such as AI Agent to deeply connect industrial ecosystem and data network. By capitalizing on its differentiated risk control model featuring “transaction-focused, entity-light”, the Group delivers “abundant, fast, high-quality and cost-effective” platform-based services to support clients’ needs in working capital. As at 30 June 2025, the Platform has cumulatively facilitated over RMB277 billion in working capital solutions for its clients, representing a year-on-year growth of over 29%, while the cumulative number of clients served exceeded 19,100, with a year-on-year growth of over 14%. Among them, small and medium enterprises (“**SMEs**”) clients accounted for over 97% of the total, with first-time borrowers making up more than 30%. The Platform has also helped clients reduce financing costs by at least 30%.

(II) RISING SHARE OF PLATFORM-BASED TECHNOLOGY SERVICES REVENUE

Through its self-developed “SY Cloud Platform” (the “**Platform**”), the Group has built an efficient intelligent bridge between the industrial and capital sides, accelerating the expansion of its asset-light operating model. On this basis, the Group’s platform-based facilitation business accounted for 88% of total volume, while the proportion of revenue contributed by platform-based technology services has exceeded 50%. As of 30 June 2025, the Platform has connected with over 180 funding partners, representing a year-on-year increase of more than 30%. The Platform has become a key strategic partner for financial institutions in advancing their inclusive finance initiatives.

(III) BREAKTHROUGH IN AI COMMERCIALISATION

The Platform is deeply integrated with open-source artificial intelligence (“**AI**”) large models such as DeepSeek, Qwen and Doubao. Having undergone training and optimization with high-quality industrial data, the Platform can intelligently match project orders and procurement information based on clients’ product characteristics, sales records, production capacity and performance. Meanwhile, leveraging its industrial ecosystem and international market networks, the Group assists ecosystem participants in precisely connecting with overseas demand, enabling them to efficiently carry out marketing, customer acquisition, opportunity seizing, and accelerating their integration into the global industrial supply chain. As of June 30, 2025, the Group leveraged AI technology to deliver value-added services to its clients. Notably, by using AI agents to support clients in securing orders, the Group achieved its first milestone of generating over RMB400,000 revenue through AI-assisted order acquisition.

(IV) E-COMMERCE: A NEW GROWTH DRIVER

The Group has successfully achieved a breakthrough from scratch in the new e-commerce sector in a short period of time. The Group have successfully established a presence on five top-tier e-commerce platforms, unlocking a market with potential exceeding RMB10 trillion and access to over 10 million merchants. Leveraging its robust data connectivity and processing capabilities, the Group empowers emerging businesses by providing actionable insights into key metrics such as sales performance, traffic trends, and inventory turnover. This enables merchants to stay ahead of the curve, predict consumer demands, and identify potential bestsellers with precision. Meanwhile, the Group offers flexible working capital facilitation services based on real-time transaction data, helping merchants capitalize on every opportunity to drive growth and create blockbuster products. Additionally, the Group has introduced Be Friends Holding Limited (Stock Code: 1450) as a strategic investor, enabling a rapid entry into the live-streaming e-commerce space. As at 30 June 2025, the cumulative amount of working capital facilitation in e-commerce segment has exceeded approximately RMB2.8 billion, representing an almost eightfold growth year-on-year.

(V) AI-DRIVEN EFFICIENCY BOOST

By harnessing the data processing and logical reasoning capabilities of AI large models, combined with ample computing power support from Wuxi Economic Development Zone, the Group integrates and analyses vast volumes of unstructured data such as contracts, documents and public opinions in real time, dynamically generating the enterprise and transaction profiles. This significantly enhances risk control efficiency and avoiding transaction fraud risks. With the strategic investment from a subsidiary of XtalPi Inc. (Stock Code: 2228), the Group receives strong technical support for the development of industrial AI Agents, while deploying innovations such as AI-powered document classification and smart contract review to drive cost reduction and efficiency improvements in collaboration with ecosystem partners. As at 30 June 2025, the per capita working capital facilitated for clients grew by nearly 27%.

(VI) VENTURING INTO THE ROBOTICS FRONTIER

The Group is a digital intelligence technology company focusing on “AI + Industrial supply chain”. In the face of the continuously growing service demand, the Group is actively expanding into new tracks such as e-commerce, robotics and AI applications, it aims to assist SMEs in both precisely matching orders and providing differentiated working capital facilitation services. In the robotics sector, the Group has established a strategic collaboration with Stand Robots (Wuxi) Co., Ltd. which is one of the global leaders in industrial intelligent robotics. This forward-looking initiative positions us to swiftly enter emerging industries, laying a solid foundation for sustained growth and innovation over the next decade.

At the same time, the Group continues to increase research and development investment and talent cultivation, and has obtained nearly 90 national invention patents and computer software copyrights, covering areas such as cloud computing, big data, and AI. Up to now, the Group has maintained profitability for 11 consecutive years and implemented a high dividend policy for 7 consecutive years, and has announced to conduct declaration and payment of dividends with payout ratio of no less than 90% for the financial years ending 31 December 2025 and 31 December 2026. Including the special dividend, the total dividend payout for the financial years ending 31 December 2025 is expected to reach approximately RMB950 million. Going forward, the Group will deepen the integration of its industrial ecosystem and data connectivity, continuously enhancing the AI Agent commercialisation and capabilities of its platform-based technology services.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the information currently available to the Board, all of which are still subject to review by the Company’s auditor and internal review. Further, the information in this announcement is not based on any figures or information reviewed or approved by the audit committee of the Board. The Company is still in the process of finalizing the financial results of the Group for the six months ended 30 June 2025, which are subject to possible adjustments upon further review. Shareholders and potential investors are advised to peruse the financial results for the six months ended 30 June 2025 which is expected to be published in August 2025.

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

By order of the Board
SY Holdings Group Limited
Tung Chi Fung
Chairman

Hong Kong, 15 July 2025

As at the date of this announcement, the Board comprises two Executive Directors: Mr. Tung Chi Fung and Ms. Wang Ying; one Non-Executive Director: Mr. Lo Wai Hung; and four Independent Non-Executive Directors: Mr. Fong Heng Boo, Mr. Tang King San Terence, Ms. Chan Yuk Ying Phyllis and Mr. Sun Wei Yung Kevin.

If there is any inconsistency in this announcement between the Chinese and English versions, the English version shall prevail.