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Jia Yao Holdings Limited

嘉耀控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 01626)

PROFIT WARNING

This announcement is made by Jia Yao 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on the information currently available to the management of the Company, the Group is expected to record a net loss after tax in the range of approximately RMB20.0 million to RMB24.0 million for the six months ended 30 June 2025 as compared to the net profit after tax of approximately RMB27.2 million for the six months ended 30 June 2024. The increase in net loss after tax was mainly attributable to the Group’s adjustment of its sales strategies in various international markets during the six months ended 30 June 2025 in response to recent fluctuations in global e-cigarette regulations and international trade turmoil, which had a negative impact on sales orders and profitability.

The Company is still in the process of finalizing the unaudited consolidated interim results of the Group for the six months ended 30 June 2025. This announcement is only based on the preliminary assessment by the Company’s management of the

financial information currently available to it which is subject to finalisation and other potential adjustments, if any, and is not based on any figures or information that has been reviewed or audited by the Company's auditor or the audit committee of the Company. Shareholders of the Company and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2025, which is expected to be published on 29 August 2025.

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

By order of the Board
JIA YAO HOLDINGS LIMITED
Yang Yoong An
Chairman and Executive Director

Hong Kong, 5 August 2025

As at the date of this announcement, the Board comprises Mr. Yang Yoong An (Chairman) and Mr. Li Lin as executive Directors, Mr. Yang Fan as non-executive Director and Mr. Gong Jinjun, Ms. Guo Wei and Mr. Wang Ping as independent non-executive Directors.