東方企控集團有限公司
ORIENTAL ENTERPRISE HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 18)

PROFIT WARNING

This announcement is made by Oriental Enterprise Holdings Limited (the **"Company"** and, together with its subsidiaries, the **"Group"**) pursuant to Rule 13.09(2) 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the **"Board"**) wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2025 (the **"Reporting Period"**) and the information currently available to the Board, the Group expects to record an unaudited consolidated profit attributable to owners of the Company not more than HK$2,000,000 for the Reporting Period, while the unaudited consolidated profit attributable to owners of the Company is approximately HK$25,098,000 in the same period of last year.

The Board considers that the expected decrease in the unaudited consolidated profit attributable to owners of the Company is mainly attributable to (i) a decrease of the Group's revenue from its media and money lending businesses resulting from the unfavourable macro-economic situation; and (ii) a provision for loss allowance of approximately HK$6,144,000 for expected credit losses on loans and interest receivables taking into account the settlement arrangements of certain loans in response to the decrease in collateral value.

As the Company is still in the process of finalising the unaudited interim results of the Group for the Reporting Period, the information contained in this announcement represents only a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which have neither been reviewed by the Audit Committee of the Company nor have been confirmed by the Auditors of the Company. As such, the unaudited interim results of the Group for the Reporting Period may differ from the information contained in this announcement. Details of the unaudited financial information of the Group for the Reporting Period will be disclosed in the interim results announcement of the Company for the Reporting Period which is expected to be published before the end of November 2025.

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

By order of the Board
Oriental Enterprise Holdings Limited
Shun-chuen LAM
Chief Executive Officer

Hong Kong, 13 November 2025

As at the date hereof, the Board comprises seven Directors, of which three are Executive Directors, namely, Mr. Ching-fat MA (Chairman), Mr. King-ho MA (Vice Chairman) and Mr. Shun-chuen LAM (Chief Executive Officer), one Non-executive Director, namely, Mr. Dominic LAI and three Independent Non-executive Directors, namely, Mr. Yat-fai LAM, Ms. Ching-wah YIP and Mr. Hung-Kei TSANG.