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AUNTEA JENNY

沪上阿姨

Auntea Jenny (Shanghai) Industrial Co., Ltd.

沪上阿姨(上海)實業股份有限公司

*(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 02589)*

POSITIVE PROFIT ALERT

This announcement is made by the board of directors (the “**Board**”) of Auntea Jenny (Shanghai) Industrial Co., Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) in accordance with 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 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 year ended 31 December 2025 (the “**Reporting Period**”) and other available information, the Group is expected to record a profit for the year ranging from approximately RMB495 million to RMB525 million for the Reporting Period, representing an increase of approximately 50% to 60% compared to the profit for the year of RMB329 million for the same period last year. The Group is expected to record an adjusted profit for the year (a non-International Financial Reporting Standards (“**IFRS**”) measure)^{Note} of approximately RMB560 million to RMB590 million for the Reporting Period, representing an increase of approximately 34% to 41% compared to the adjusted profit for the year of RMB418 million for the same period last year.

The Board believes that the expected increase in profit for the year and adjusted profit for the year is primarily attributable to the Group’s adherence to a multi-brand development strategy and its continued focus on delivering high quality products and services to consumers. Leveraging an omnichannel operational model that integrates online and offline platforms, the Group has, through the continuous launch of new products and the enrichment of consumption scenarios, better addressed increasingly diversified consumer needs. These initiatives have led to ongoing improvements in store operational quality and the sustained expansion of the store network, effectively driving revenue growth. Meanwhile, the Group has remained focused on optimizing operational efficiency and has continued to implement cost reduction and efficiency enhancement measures. Improvements in end to end operational effectiveness have, in turn, further contributed to an improvement in the Group’s overall profitability.

Note:

Adjusted profit for the year is not measured in accordance with IFRSs. It represents profit for the year adjusted for share-based payment expenses and listing expenses incurred in connection with the Global Offering.

The Board wishes to emphasize that the adjusted profit for the year is not required by, or presented in accordance with the IFRSs. The management of the Company believes that the presentation of the non-IFRS measures, when shown in conjunction with the corresponding IFRS measures, provides useful information to investors and management regarding the financial and business trends relating to the Group's financial condition and results of operations. The management of the Company also believes that the non-IFRS measures are useful in evaluating our Group's operating performance. However, the use of the non-IFRS measures has limitations as an analytical tool. Shareholders and potential investors of the Company should not consider these measures in isolation or as a substitute for analysing the results of operations or financial condition of the Company as reported under IFRS. In addition, the non-IFRS measures may be defined differently from similar terms used by other companies and therefore may not be comparable to similar measures presented by other companies.

As of the date of this announcement, the Company is still in the course of finalising the annual results of the Company for the year ended 31 December 2025. The information contained in this announcement is based on the Board's preliminary review of the unaudited consolidated management accounts of the Group for the Reporting Period, which have not been reviewed or audited by the Company's independent auditor, nor reviewed by the audit committee of the Board. Such financial information remains subject to finalisation and necessary adjustments and may differ from the Company's actual annual results for the year ended 31 December 2025. Further details of the Company's financial information will be included in the Company's announcement of annual results for the year ended 31 December 2025, which is expected to be published by the end of March 2026.

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

By order of the Board
Auntea Jenny (Shanghai) Industrial Co., Ltd.
Mr. Shan Weijun
Chairperson of the Board and Executive Director

Hong Kong, 16 January 2026

As at the date of this announcement, the Board comprises: (i) Mr. Shan Weijun, Ms. Zhou Rongrong, Mr. Zhou Tianmu and Mr. Wang Jiaxing as executive Directors; and (ii) Mr. Han Ding-Gwo, Mr. Chung Chong Sun and Ms. Yu Fang Jing as independent non-executive Directors.