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BExcellent Group Holdings Limited

精英匯集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1775)

POSITIVE PROFIT ALERT

This announcement is made by BExcellent Group Holdings Limited (the “**Company**”, 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 (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to management of the Company and a preliminary review and assessment of the Group’s latest unaudited consolidated management accounts for the four months ended 30 November 2025 (the “**Management Accounts**”), the unaudited consolidated profit attributable to the owners of the Company for the four months ended 30 November 2025 is approximately HK\$3.0 million as compared to that for the four months ended 30 November 2024 where the results attributable to the owners of the Company showed a loss. The loss for the four months ended 30 November 2024 was primarily attributable to (i) a significant expansion of our professional teaching and administrative team to enhance educational quality and operational capacity, which led to increased staff-related costs; (ii) significant investment in research and development (“**R&D**”) for proprietary curriculum and bespoke learning materials of international curricula and assessments to ensure academic excellence and a competitive edge; and (iii) considerable expenditures in targeted marketing to strengthen our brand and deepen market penetration in Chinese Mainland.

The primary reasons for the profit for the four months ended 30 November 2025 were strong operational traction and revenue growth now being realized from these foundational investments. Key contributors include a prominent increase in student enrollments in our partner schools that demands for our school services in Chinese Mainland. In addition, we have experienced robust growth in revenue from our ancillary education services and products. This performance demonstrates the successful scaling of our operations and the effective monetization of our enhanced teaching resources and program offerings.

As the Company has not started preparing interim results of the Group for the six months ending 31 January 2026, the information contained in this announcement is only based on management's preliminary review and assessment of the Management Accounts which have not been reviewed by the Company's auditor or the Audit Committee of the Company and therefore, may be subject to adjustment. The Company expects to announce its unaudited interim results for the six months ending 31 January 2026 in March 2026 in accordance with the Listing Rules.

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
BExcellent Group Holdings Limited
Leung Ho Ki, June
Chairman and Executive Director

Hong Kong, 27 January 2026

As at the date of this announcement, the Company's executive Directors are Ms. Leung Ho Ki, June (Chairman), Mr. Tam Wai Lung (Chief Executive Officer), Mr. Chan Tsz Ying, Wister and Mr. Li Man Wai; and the independent non-executive Directors are Mr. Kwan Chi Hong, Mr. Li Kai Sing, and Mr. Tai Kwok Leung, Alexander.