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TAI HING GROUP HOLDINGS LIMITED

太興集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6811)

POSITIVE PROFIT ALERT

This announcement is made by Tai Hing Group Holdings 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that based on the assessment of the latest information currently available to the Board and its preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the “**Year**”), the Group is expected to record a profit attributable to owners in the range of approximately HK\$105,000,000 to HK\$110,000,000 for the Year, as compared to the profit attributable to owners of approximately HK\$62,749,000 for the year ended 31 December 2024 (the “**FY2024**”).

Based on the information currently available, the Board is of the view that the expected increase in the profit attributable to owners of the Group for the Year was mainly due to the following:

1. During the Year, the Group was committed to enhancing its profitability. The operating profit margins of the core brands recorded an increase compared to FY2024, driving profitability performance in Hong Kong and Macau. This achievement was attributable to the Group’s targeted brand promotion and marketing strategies, which drove same-store sales growth for core brands, as well as the continuous streamlining of processes and cost control, which further improved efficiency and reduced operational costs.

2. Furthermore, the Group's integration strategy in Chinese Mainland has been bearing fruit during the Year, further contributing to the Group's overall profitability.

The Group will continue to adhere to the principles of prudent financial management and rigorous cost control to ensure a stable operational cash flow and a sound financial position. Meanwhile, the Group remains focused on developing its core multi-brand strategy. By active optimisation of the Group's loyalty system, the Group aims to enhance the customer loyalty. By attracting new customer base and improving returning rates among existing customers, the Group seeks to further drive its growth in revenue. In addition, the Group leverages technology to optimise the process and efficiency of each department to enhance its core competitive advantages. The Board remains confident in the Group's future development.

The Company is still in the process of preparing and finalising the Group's annual results for the Year. All information contained in this announcement is only based on a preliminary review of the information currently available and the unaudited consolidated management accounts of the Group for the Year, which have not been reviewed by the Company's auditors nor by the audit committee of the Company, and are subject to adjustments. Shareholders and potential investors are advised to read carefully the Company's annual results announcement, which is expected to be published by the end of March 2026.

Shareholders and potential investors are reminded not to place undue reliance on such information and to exercise caution when dealing in the shares of the Company.

By Order of the Board
Tai Hing Group Holdings Limited
Chan Ka Keung
Chairman

Hong Kong, 2 March 2026

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. Chan Ka Keung (Chairman), Ms. Chan Shuk Fong (Vice Chairman), Mr. Yuen Chi Ming and Mr. Ho Siu Fung

Non-Executive Director

Mr. Ho Ping Kee

Independent Non-Executive Directors

Mr. Mak Ping Leung (alias: Mak Wah Cheung), Mr. Wong Shiu Hoi Peter and Dr. Sat Chui Wan