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Ajisen (China) Holdings Limited
味千(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 538)

POSITIVE PROFIT ALERT

This announcement is made by Ajisen (China) 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 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**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025, it is expected that the Group will record a profit attributable to the owners of the Company ranging from approximately RMB15.0 million to RMB40.0 million for the year ended 31 December 2025 compared to a loss attributable to the owners of the Company of approximately RMB20.2 million for the year ended 31 December 2024.

The Board anticipates that the Group will turn from loss to profit, mainly attributable to the following positive factors:

- i) An increase in the number of stores compared to the same period last year, driving steady growth in overall revenue;
- ii) The Group has continued to optimise operational processes and adjust the office staffing structure, effectively enhancing operational efficiency and controlling cost expenditures;
- iii) The fair value loss on investment properties has narrowed compared to the same period last year.

These factors collectively contribute to an improvement in the Group's profit compared to the same period last year, resulting in a turnaround from loss to profit.

The Company is still in the process of finalizing the results of the Group for the year ended 31 December 2025. The information contained in this announcement is only a preliminary assessment made by the Board and the Company's management based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2025, which have not been reviewed or audited by the Company's auditor or the audit committee of the Board, and are therefore subject to adjustments. The actual annual results of the Group for the year ended 31 December 2025 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to carefully read the annual results announcement of the Company for the year ended 31 December 2025, which is expected to be published by the end of March 2026 pursuant to the Listing Rules.

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

By Order of the Board
Ajisen (China) Holdings Limited
Poon Wai
Chairman

Hong Kong Special Administrative Region, 6 March 2026

As at the date of this announcement, the Board comprises Ms. Poon Wai, Mr. Poon Ka Man, Jason and Ms. Ng Minna as executive Directors; Mr. Katsuaki Shigemitsu and Mr. Yew Yat On as non-executive Directors; and Mr. Lo Peter, Mr. Jen Shek Voon and Mr. Ho Pak Chuen Brian as independent non-executive Directors.