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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 period ended 30 June 2025 (the “**Period**”) and information currently available to the Board, it is expected that the Group will record a profit attributable to the owners of the Company for the Period that ranging from approximately RMB10.0 million to RMB40.0 million as compared to the loss attributable to owners of the Company of approximately RMB7.2 million for the period ended 30 June 2024.

The Board anticipates that the Group will turn from loss to profit during the Period, mainly benefiting from an increase in the number of stores compared with the same period last year, which has driven revenue growth. In addition, the Group has been actively optimising its operational processes and adjusted office staffing structures to enhance operational efficiency and control costs. These factors have collectively contributed to an improvement in operating profit as compared to the same period last year.

The Company is still in the process of finalising the results of the Group for the Period. 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 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 interim results of the Group for the Period

may be different from what is disclosed in this announcement. Detailed financial results of the Group for the Period are expected to be published in the interim results announcement by the end of August 2025.

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, 8 August 2025

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.