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Qing Hua Holding Group Company Limited
擎華控股集團有限公司

(formerly known as "Sunny Side Up Culture Holdings Limited 光尚文化控股有限公司")
(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 8082)

PROFIT WARNING

This announcement is made by Qing Hua Holding Group Company Limited (the **''Company''** and together with its subsidiaries, the **''Group''**) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the **"GEM Listing Rules"**) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, the Laws of Hong Kong).

The board of directors of the Company (the **"Board"**) wishes to inform the shareholders and potential investors of the Company that, based on the initial assessment of the information currently available to the Company, it is expected that the Group would record a net loss in the range of HK$26 million to HK$31 million for the six months ended 30 June 2025 (the **"Period"**) as compared to a net loss of approximately HK$8.59 million recorded for the six months ended 30 June 2024. The significant increase in loss for the Period and loss attributable to owners of the Company for the Period was mainly due to the poor market performance of concerts invested and organized, resulting in gross profit of approximately HK$0.7 million as compared to gross profits of approximately HK$43.2 million recorded for the six months ended 30 June 2024.

The Company is still in the process of finalising the consolidated results of the Group for the Period. The information contained in this announcement is only based on the Board's preliminary assessment of certain unaudited financial information of the Group upon the preliminary review of the unaudited management accounts of the Group for the Period and certain information currently available to the Board, which have not been audited or reviewed by/agreed with the auditors of the Company. The preliminary unaudited consolidated results of the Group for the Period may be subject to adjustments following further review by the Board and the audit committee of the Company. As such, the final consolidated results of the Group for the Period and related information may be different from what are disclosed in this announcement. The consolidated financial results of the Group for the Period will be published on 28 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
Qing Hua Holding Group Company Limited
Dong Choi Chi, Alex
Chairman and executive Director

Hong Kong, 26 August 2025

As at the date of this announcement, the board comprises an executive Director, namely Mr. Dong Choi Chi, Alex (the chairman), two non-executive Directors, namely Mr. Ma Xinying and Ms. Yuan Xiaomei and three independent non-executive Directors, namely Dr. Ip Wai Hung, Mr. Chan Wai Man, and Mr. Siu Hi Lam, Alick.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Listed Company Information" page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the day of its publication and on the website of the Company at www.8082.com.hk.