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Hong Kong Entertainment International Holdings Limited
港 娛 國 際 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 8291)

POSITIVE PROFIT ALERT

This announcement is made by Hong Kong Entertainment International Holdings Limited (the "**Company**", 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 (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors of the Company that, based on the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the "**Year**") that the Group is expected to record net profit attributable to owners of the Company of approximately HK$3 million, compared to loss of HK$7 million for the year ended 31 December 2024 (the "**Prior Year**"). The net profit is mainly due to, among others, the fair value gains generated from financial assets at fair value through profit or loss of approximately HK$8 million and decrease in administrative and other expenses as the Group is executing a cost control strategy.

The information contained in this announcement is only based on the preliminary assessment by the Company's management which is based on the latest financial information of the Group available to the management. The above information may be subject to further adjustments based on further updated information, and following the review of the Company's audit committee of the Board. Shareholders and potential investors of the Company are advised to refer to the results announcement of the Company for the Period, which will be published by the Company on or before the end of March 2026.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Hong Kong Entertainment International Holdings Limited
Wang Yun
Executive Director

Hong Kong, 24 March 2026

As at the date of this announcement, the executive Directors are Mr. Wang Yun and Mr. Zou Yonggang and the independent non-executive Directors are Mr. Wong Sui Chi, Mr. Wu Chi King and Ms. Yin Suying.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of the Stock Exchange 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 Stock Exchange's website at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting. This announcement will also be published on the Company's website at https://www.irasia.com/listco/hk/hkentertainment/.