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Amuse Group Holding Limited
佰悅集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8545)

PROFIT WARNING

This announcement is made by Amuse Group Holding Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 17.10(2) 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 hereby informs the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the Board's preliminary review of the unaudited consolidated management accounts (the "**Management Accounts**") of the Company for the period ended 30 September 2026 (the "**Period**") which have not been audited by the auditors of the Company nor reviewed by the audit committee of the Company, it is expected that the Group may record a loss of not more than HK$1.7 million attributable to owners of the Company for the Period, as compared with the profit of approximately HK$1.2 million for the period ended 30 September 2025 (the "**Corresponding Period**"). Based on the information available to the Company immediately preceding the publication of this announcement, the Board considers that the loss during the Period was mainly attributable to the Group's revenue in the distribution of imported toys and related products decreased by approximately 45.4% to approximately HK$21.9 million from approximately HK$40.1 million in the Corresponding Period. The decrease in revenue from the distribution of imported toys and related products was mainly due to a temporary lack of major franchise launches from brand licensors. This left wholesale buyers without the "hotselling" items needed to secure pre-orders. Wholesalers and regional B2B clients were exercising caution, refusing to commit to large advance orders for imported lines due to the lack of guaranteed breakout hits in the upcoming product line-up.

The information contained in this announcement is only based on the Board's assessment of the information currently available to the Company and the Management Accounts. The Company is still in the process of finalising such accounts. The Company expects to publish an announcement on the interim result of the Group for the Period on 12 November 2026.

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

By order of the Board
Amuse Group Holding Limited
Li Wai Keung
Chairman and Executive Director

Hong Kong, 11 November 2026

As at the date of this announcement, the Board comprises Mr. Li Wai Keung, Mr. To Hoi Pan and Ms. Lee Kwai Fong as executive Directors; Mr. Chu Wai Tak as non-executive Directors; and Mr. Yu Pui Hang, Mr. Tung Man and Ms. Chow Chi Ling Janice as independent non-executive Directors.

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 be available on the Company's website http://www.amusegroupholding.com and will remain on the "Latest Listed Company Information" page on the Stock Exchange website at http://www.hkexnews.hk for at least 7 days from the date of its publication.