TAI HING GROUP HOLDINGS LIMITED
太興集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6811)

POSITIVE PROFIT ALERT

This announcement is made by Tai Hing Group 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 (as defined under the Listing Rules) 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**") wishes to inform shareholders of the Company (the "**Shareholders**") and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 (the "**Period**") and currently available information, the Group is expected to record profit attributable to the Shareholders in the range of HK$30 million to HK$35 million for the Period, as compared to that of HK$8,405,000 for the six months ended 30 June 2020 ("**1H2020**").

The expected increase in the Group's profit attributable to the Shareholders for the Period was mainly due to the following:

(1) The revenue of the Group arising from its businesses in both Hong Kong and Mainland China increased during the Period as the Group expanded its restaurant network in 2020 and continued to open new stores with growth potential during the Period, backed by its well-established multi-brand strategy which helped secure additional income and profit;

(2) During the Period, the Group developed and implemented various constructive cost-control measures to maintain business stability, such measures included but were not limited to, negotiating with landlords and vendors for the most favorable terms in relation to contracts, exercising stringent control on food costs and optimising staff costs;

(3) The Group strived to enhance productivity and efficiency by opening new stores, establishing multi-brands, enhancing product offerings and boosting takeaway food business;

(4) The relatively lower profit attributable to the Shareholders in 1H2020 was mainly the result of the impact of the novel coronavirus ("**COVID-19**") outbreak, including the temporary closure of several of the Group's restaurants, particularly in Mainland China; and

(5) The decrease in COVID-19 related government grants and subsidies received by the Group in both Hong Kong and Mainland China for the Period as compared to those received in 1H2020 had partially offset the increase in profit attributable to the Shareholders for the Period.

The Company is still in the process of preparing and finalising the Group's interim results for the Period. All information contained in this announcement are only based on a preliminary review of the information currently available and the unaudited consolidated management accounts of the Group for the Period, which have not been reviewed or audited by the Company's auditors, and are subject to adjustments. Shareholders and potential investors are advised to read carefully the Company's interim results announcement for the Period, which is expected to be published by the end of August 2021.

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

By Order of the Board
Tai Hing Group Holdings Limited
Chan Wing On
Chairman

Hong Kong, 18 August 2021

As at the date of this announcement, the Board comprises:

Executive Directors
Mr. Chan Wing On (Chairman), Mr. Yuen Chi Ming, Mr. Lau Hon Kee and Ms. Chan Shuk Fong

Non-Executive Director
Mr. Ho Ping Kee

Independent Non-Executive Directors
Mr. Mak Ping Leung (alias: Mak Wah Cheung), Mr. Wong Shiu Hoi Peter and Dr. Sat Chui Wan