

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CAFÉ DE CORAL HOLDINGS LIMITED

大家樂集團有限公司*

(Incorporated in Bermuda with limited liability)

Website: www.cafedecoral.com

(Stock Code: 341)

POSITIVE PROFIT ALERT

This announcement is made by Café de Coral 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 and potential investors that based on the preliminary assessment of information currently available to the Board, the Group expects to record profit attributable to shareholders of approximately HK\$200 million for the six months ended 30 September 2023 (the “**Review Period**”) as compared to that of HK\$108.7 million for the six months ended 30 September 2022 (the “**Previous Period**”). The Group did not receive any government COVID-19 subsidies during the Review Period (Previous Period: HK\$40.9 million). If excluding the pandemic subsidies, it is expected that the Group’s profit attributable to shareholders for the Review Period would be approximately three times that of the Previous Period.

Whilst the Group’s performance during the Previous Period was impacted by the 5th wave of the COVID-19 pandemic, market conditions had begun to recover by the Review Period. The Group’s business performance improved considerably in the Review Period due to the following key factors:

1. Our business in Hong Kong picked up significantly during the Review Period. The Quick Service Restaurant business has achieved substantial improvement in margins through great efforts in cost control, menu re-engineering, brand building, as well as productivity enhancement, digitalisation and automation in recent years.

2. Our Mainland China business recorded encouraging results especially during the second quarter. Although economic conditions in Mainland China remain measured, our business has recovered with strong same store growth as a result of our focus on the vast mass-market consumer segment and our continuous effort in network expansion in the Greater Bay Area.

The Company is still in the process of finalising the Group's results for the Review Period. Information contained in this announcement is based on unaudited consolidated management accounts of the Group for the Review Period, which have not been reviewed or audited by the Company's auditor. Details of the Group's results for the Review Period shall be provided in the interim results announcement of the Company, which is expected to be published in late November 2023.

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

By order of the Board
Lo Hoi Kwong, Sunny
Chairman

Hong Kong, 24 October 2023

As at the date of this announcement, the Board comprises Mr Lo Hoi Kwong, Sunny (Chairman), Ms Lo Pik Ling, Anita, Mr Chan Yue Kwong, Michael and Mr Hui Tung Wah, Samuel as non-executive directors; Mr Li Kwok Sing, Aubrey, Mr Kwok Lam Kwong, Larry, Mr Au Siu Cheung, Albert and Ms Fang Suk Kwan, Katherine as independent non-executive directors; and Mr Lo Tak Shing, Peter (Chief Executive Officer) and Mr Lo Ming Shing, Ian as executive directors.

** For identification purposes only*