Maxicity Holdings Limited
豐城控股有限公司

(Incorporated in the Cayman Islands with members' limited liability)
(Stock Code: 2295)

PROFIT WARNING

This announcement is made by Maxicity Holdings Limited (the "**Company**", together with its subsidiaries as the "**Group**") pursuant to Rule 13.09(2)(a) 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 in the 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 (the "**Shareholders**") of the Company and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2024 (the "**Current Period**") and the information currently available to the Board, the Group is expected to record a decrease in the consolidated profit and total comprehensive income attributable to equity holders of the Company (the "**Net Profit**") in the range of approximately HK$1.3 million to HK$2.0 million for the Current Period, as compared to the Net Profit of approximately HK$6.4 million for the six months ended 30 June 2023. The reason for the decrease in Net Profit was mainly attributable to the slight increase in our costs of service, despite the decrease in revenue in the Current Period, as compared to the corresponding period last year, which was caused by the increase in upfront cost for the commencement of our new construction projects as most of our projects were substantially completed at the beginning of this year.

As at the date of this announcement, the Company is in the process of finalising the interim results of the Group for the Current Period, and the information in this announcement is preliminary assessed by the Board based on the information currently available to the Group and the unaudited consolidated management accounts of the Group for the Current Period which have not been reviewed or audited by the auditor of the Company nor confirmed by the audit committee of the Company. Therefore, the actual results of the Group for the Current Period may differ from the information in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Company for the Current Period, which is expected to be published on 26 August 2024, for the details of the performance of the Group.

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
Maxicity Holdings Limited
Sieh Shing Kee
Chairman

Hong Kong, 20 August 2024

As at the date of this announcement, the Board comprises Mr. Sieh Shing Kee (chairman of the Board) and Mr. Ho Ka Ki (chief executive officer) as the executive Directors and Ms. Chiao Siu Ling, Mr. Kwong Che Sing, Mr. Ling Siu Tsang and Mr. Tso Ping Cheong Brian as the independent non-executive Directors.