QP Group
雋思集團

Q P GROUP HOLDINGS LIMITED
雋思集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1412)

POSITIVE PROFIT ALERT

This announcement is made by Q P Group Holdings Limited (the "**Company**", and 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "**SFO**").

Based on the preliminary review of the unaudited consolidated management accounts of the Group and other information currently available, the board of directors of the Company (the "**Board**") wishes to inform shareholders of the Company and potential investors that the Group is expected to record a consolidated profit attributable to equity holders of the Company in the range of approximately HK$115.0 million to HK$135.0 million for the year ended 31 December 2024 ("**FY2024**") as compared to that of approximately HK$80.1 million for the year ended 31 December 2023 ("**FY2023**").

The Board considers that the improvement of the Group's results for FY2024 as compared to that for FY2023 was primarily attributable to, among other factors, (i) the positive effects of better economies of scale driven by the increase in web sales and original equipment manufacturer ("**OEM**") sales contributed by the increased demand for our tabletop game products and greeting card products from our major OEM customers; and (ii) the continuous enhancement in operational and production efficiency, which were partially offset by the increase in administrative expenses.

The Company is still in the process of preparing the annual results of the Group for FY2024. The information contained in this announcement is only a preliminary assessment by the management of the Group based on the unaudited consolidated management accounts of the Group and the information currently available to the Group, which have not been reviewed by the Company's auditors nor were they reviewed by the audit committee of the Company. The Group's actual financial results for FY2024 may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for FY2024, which is expected to be released on or before the end of March 2025.

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

By order of the Board
Q P Group Holdings Limited
Cheng Wan Wai
Chairman

Hong Kong, 15 January 2025

As at the date of this announcement, the Board comprises Mr. CHENG Wan Wai, Mr. YEUNG Keng Wu Kenneth, Ms. LIU Shuk Yu Sanny, Mr. CHAN Wang Tao Thomas, Ms. HUI Li Kwan and Mr. MAK Chin Pang as executive directors; and Mr. CHAN Hiu Fung Nicholas, Prof. CHENG Man Chung Daniel and Mr. NG Shung as independent non-executive directors.