WISE ALLY

Wise Ally International Holdings Limited
麗年國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9918)

POSITIVE PROFIT ALERT

This announcement is made by the board (the "**Board**") of directors of Wise Ally International Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09(2)(a) of the Listing Rules.

The Board would like to inform the shareholders and potential investors of the Company that, based on the preliminary review of the Group's unaudited consolidated management accounts for the year ended 31 December 2024, the Group is expected to record a net profit attributable to equity holders of the Company for the year ended 31 December 2024 ranging from approximately HK$60.0 million to HK$80.0 million (pending the valuer engaged by the Company to finalise the fair value changes of the financial asset at fair value through profit or loss), representing a substantial increase as compared with the net profit attributable to equity holders of the Company amounted to approximately HK$1.2 million for the corresponding year in 2023.

Compared to the results for the corresponding year in 2023, the increase in profit for the year ended 31 December 2024 was mainly attributable to:

(1) An increase in revenue and gross profit margin was primarily due to (i) the new products ramped up from our key customers which led to an increase in the customer orders for our products with a relatively higher contribution margin; and (ii) an effective reduction in material costs of our products for the year ended 31 December 2024 ; and

(2) The Group did not record any loss on fair value changes of financial asset at fair value through profit or loss for the year ended 31 December 2024 (for the year ended 31 December 2023: loss of approximately HK$29.4 million).

As the Company is still in the process of finalising the results of the Group for the year ended 31 December 2024, the information contained in this announcement is only a preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group and is not based on any information or figures that have been audited or reviewed by auditors of the Company. Therefore, the actual results of the Group for the year ended 31 December 2024 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the annual results announcement of the Group for the year ended 31 December 2024 which is expected to be published by the end of March 2025.

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
Wise Ally International Holdings Limited
Chu Wai Hang Raymond
Chairman, Executive Director and Chief Executive Officer

Hong Kong, 7 March 2025

As at the date of this announcement, the executive Directors are Mr. Chu Wai Hang Raymond, Mr. Chu Man Yin Arthur Newton and Mr. Lau Shui Fung; and the independent non-executive Directors are Ms. Elizabeth Law, Mr. Lee Wa Lun Warren and Mr. Szeto Yuk Ting.