King's Flair International (Holdings) Limited
科勁國際(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6822)

PROFIT ANNOUNCEMENT

This announcement is made by King's Flair International (Holdings) Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions 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 the shareholders and potential investors of the Company that, based on the information currently available and the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the "**Reporting Period**") by the Board, the Group expects to achieve a turnaround from a loss for the year ended 31 December 2023 of approximately HK$13.6 million to a profit for the Reporting Period ranging from HK$20 million to HK$25 million. The expected turnaround from loss to profit for the Reporting Period is mainly attributable to:

(i) an increase in revenue for the Reporting Period by approximately 20% to 25% as compared to the previous year, the increase was mainly driven by the increase in orders placed by the Group's customers in the United States resulting from shifts in customer spending trends towards more personalized products during the Reporting Period; and

(ii) a turnaround from other losses to other income and gain for the Reporting Period as compared to the previous year, mainly as a result of a significant decrease in the fair value loss on investment property by approximately 30% to 50% as compared to the previous year, as well as an impairment loss in intangible assets and goodwill of the Group's investment in a subsidiary as at the end of the previous year.

The Company is still in the process of finalising the Group's final results for the Reporting Period (the "**Final Results**") and the information contained in this announcement is only a preliminary assessment on the management accounts of the Group which has not been reviewed by the audit committee or the auditors of the Company. Shareholders and potential investors of the Company are advised to refer to the Final Results which is expected to be released on 24 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
King's Flair International (Holdings) Limited
Wong Siu Wah
Chairman and Executive Director

Hong Kong, 17 March 2025

As at the date of this announcement, the board of directors of the Company comprised two executive directors, namely, Dr. Wong Siu Wah (Chairman and Chief Executive Officer) and Ms. Wong Fook Chi; and four independent non-executive directors, namely, Dr. Lau Kin Tak, Mr. Anthony Graeme Michaels, Ms. Leung Wai Ling, Wylie and Professor Shyy Wei.