佳華百貨控股有限公司
JIAHUA STORES HOLDINGS LIMITED

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 00602)

INSIDE INFORMATION
PROFIT ALERT – REDUCTION IN LOSS

This announcement is made by Jiahua Stores Holdings Limited ("**Company**", together with its subsidiaries, 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 (the "**Inside Information Provisions**") under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) ("**SFO**").

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 and the information currently available to the Board, it is expected that the Group is likely to record a loss for the year in the range of RMB54 million to RMB58 million for the year ended 31 December 2024, as compared to a loss for the year of approximately RMB152.6 million for the year ended 31 December 2023.

The expected decrease in loss for the year for the year ended 31 December 2024 is mainly attributable to: (i) the increase in rental income from sub-leasing of shopping malls of approximately RMB25 million; (ii) the decrease in net impairment loss on right-of-use assets, property, plant and equipment and intangible assets of approximately RMB27 million; (iii) the decrease in impairment loss on other receivable of approximately RMB36 million; and (iv) the streamlining of costs on selling and administrative expenses of approximately RMB23 million and RMB8 million respectively.

The Company is still in the process of preparing and finalising the annual results of the Group for the year ended 31 December 2024. The information contained in this announcement is only based on the preliminary review of the information currently available and the unaudited consolidated management accounts of the Group for the year ended 31 December 2024, which are subject to finalisation and other potential adjustments, if any, and have not been reviewed or audited by the auditor of the Company or reviewed by the audit committee of the Board. The actual results may be different from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for the year ended 31 December 2024, which will be published on 27 March 2025.

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

By Order of the Board
Jiahua Store Holdings Limited
Zhuang Pei Zhong
Executive Director and CFO

Shenzhen, the PRC, 24 March 2025

As at the date of this announcement, the Directors are:
Executive Directors: Mr. Zhuang Lu Kun, Mr. Zhuang Pei Zhong and Mr. Zhuang Xiao Xiong
Non-executive Director: Madam Yan Xiao Min
Independent non-executive Directors: Mr. Chin Kam Cheung, Mr. Sun Ju Yi, Mr. Ai Ji, Madam Ying Chi Kwan