SHUANGHUA HOLDINGS LIMITED
雙樺控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1241)

PROFIT WARNING

This announcement is made by Shuanghua Holdings Limited (the "**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 (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the "**Directors**") of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the information currently available to the Company and the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024:

(i) the Group is expected to record an estimated revenue of around RMB82.3 million for the year ended 31 December 2024, as compared to a revenue of approximately RMB100.7 million for the year ended 31 December 2023; and

(ii) the Group is expected to record an estimated net loss after tax of around RMB16.9 million for the year ended 31 December 2024, as compared to the net loss after tax of approximately RMB12.1 million for the year ended 31 December 2023.

The decrease in revenue for the year ended 31 December 2024 was primarily due to the impact of overall sluggish economic outlook and weak demand in China, resulting in the decline in terminal consumer demand, and thus affecting the demand for the Group's products and services. In response, the Group proactively adjusted its product and service portfolio to adapt to changes in market demand.

The increase in net loss after tax for the year ended 31 December 2024 was primarily attributable to the Group's strategic reduction of gross margin to meet the demand of consumers for cost-effective products and services.

As at the date of this announcement, the Company is still in the course of preparing the final results of the Group for the year ended 31 December 2024. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available and the unaudited consolidated management accounts of the Group, which are subject to finalization and other potential adjustments, if any, and have not been reviewed or audited by the Company's auditors or reviewed by the audit committee of the Company. Shareholders and potential investors are advised to refer to the annual results announcement of the Company for the year ended 31 December 2024, which is expected to be published on or around 31 March 2025.

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

On behalf of the Board
Shuanghua Holdings Limited
Zheng Ping
Chairman

Hong Kong, 27 March 2025

As at the date of this announcement, the Board consists of three executive Directors, Mr. Zheng Ping, Ms. Zheng Fei and Ms. Tang Lo Nar, one non-executive Director, Ms. Kong Xiaoling, and three independent non-executive Directors, Ms. Guo Ying, Mr. He Binhui and Mr. Chen Lifan.