FAIRWOOD HOLDINGS LIMITED
大快活集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 52)

PROFIT WARNING

This announcement is made by Fairwood Holdings Limited (the "**Company**", together with its subsidiaries, collectively known as 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 under the Listing Rules) 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**") would like to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 March 2025 (the "**Year**") and the information currently available to the Board, the Group may record a decrease of not more than 30% in the profit attributable to the Shareholders for the Year, as compared with the profit of approximately HK$50.7 million for the year ended 31 March 2024. The said decrease was mainly attributable to (1) outbound spending trends among local residents, (2) continued economic weakness and low consumer sentiment in both Hong Kong and Mainland China; and (3) intensified price competition in both Hong Kong and Mainland China during the Year compared to the previous year.

The Group has implemented a comprehensive strategy to address current market challenges and restore profitable growth. Revenue optimization initiatives include targeted promotional campaigns, daypart-specific value offerings, and innovative product development.

Concurrently, the Group is revitalizing its brand positioning through youth-focused marketing initiatives. This is reinforced by integrated digital engagement strategies designed to deepen customer loyalty.

To improve operational efficiency, we are rigorously optimizing cost controls through supply chain enhancements and productivity measures, while strategically refining our store network to maximize returns. Digital transformation remains a priority, with self-service ordering kiosks and mobile ordering systems improving service efficiency and enhancing the customer experience.

Our commitment to corporate responsibility continues through initiatives, such as waste reduction and energy-efficient technologies. These measures are designed to strengthen our competitive position and deliver sustainable value to the Shareholders.

The Company is still in the process of finalizing the Group's annual results for the Year. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Year and the information currently available to it, which have not been confirmed or reviewed by the auditors of the Company.

The annual results announcement of the Company for the Year is expected to be published around the end of June 2025.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Fairwood Holdings Limited
Dennis Lo Hoi Yeung
Non-Executive Chairman

Hong Kong, 27 May 2025

As at the date of this announcement, the Directors of the Company are:
Non-executive Director: Mr Dennis Lo Hoi Yeung (Chairman);
Executive Directors: Mr Lo Fai Shing Francis (Vice Chairman) and Ms Peggy Lee (Chief Executive Officer); and
Independent Non-executive Directors: Mr Joseph Chan Kai Nin, Dr Peter Lau Kwok Kuen, Dr Peter Wan Kam To and Mr Yip Cheuk Tak.

Website: www.fairwoodholdings.com.hk