東方企控集團有限公司
ORIENTAL ENTERPRISE HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 18)

PROFIT WARNING

This announcement is made by Oriental Enterprise 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 (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"**) wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2025 (the **"Reporting Period"**) and the information currently available to the Board, the Group expects to record a consolidated profit attributable to owners of the Company of approximately HK$50,000,000 to HK$55,000,000 for the Reporting Period, as compared to the consolidated profit attributable to owners of the Company of approximately HK$75,096,000 for the year ended 31 March 2024. The Board considers that such expected decrease in the consolidated profit attributable to owners of the Company is mainly attributable to (i) a decrease of the Group's revenue from its media business due to the unfavourable macro-economic situation; (ii) a decrease in the total loan interest income from the Group's money lending business by approximately HK$19,610,000 from approximately HK$45,453,000 for the year ended 31 March 2024 to approximately HK$25,843,000 for the Reporting Period; and (iii) an increase in net fair value loss of approximately HK$7,741,000 on investment properties held by the Group at the end of the Reporting Period.

As the Company is still in the process of finalising the results of the Group for the Reporting Period, the information contained in this announcement represents only a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which have neither been reviewed by the Audit Committee of the Company nor have been confirmed by the Auditors of the Company. As such, the audited results of the Group for the Reporting Period may differ from the information contained in this announcement. Details of the audited financial information of the Group for the Reporting Period will be disclosed in the annual results announcement of the Company for the Reporting Period which is expected to be published before the end of June 2025.

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

By order of the Board
Oriental Enterprise Holdings Limited
Shun-chuen LAM
Chief Executive Officer

Hong Kong, 12 June 2025

As at the date hereof, the Board comprises seven directors, of which three are Executive Directors, namely, Mr. Ching-fat MA (Chairman), Mr. King-ho MA (Vice Chairman) and Mr. Shun-chuen LAM (Chief Executive Officer), one Non-executive Director, namely, Mr. Dominic LAI and three Independent Non-executive Directors, namely, Mr. Yau-nam CHAM, Mr. Yat-fai LAM and Ms. Ching-wah YIP.