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## Ausupreme International Holdings Limited

澳至尊國際控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2031)**

### ANNOUNCEMENT OF ANNUAL RESULTS FOR THE YEAR ENDED 31 MARCH 2025

The board (the “**Board**”) of directors (the “**Directors**”) of Ausupreme International Holdings Limited (the “**Company**”) presents the consolidated results of the Company and its subsidiaries (together as the “**Group**”) for the year ended 31 March 2025 (the “**Year**”), together with the comparative figures for the year ended 31 March 2024 (the “**Year 2024**”).

#### CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

*For the year ended 31 March 2025*

		Year ended 31 March	
		2025	2024
	Notes	HK\$'000	HK\$'000
Revenue	4	269,567	269,022
Cost of sales		<u>(36,522)</u>	<u>(34,729)</u>
Gross profit		233,045	234,293
Other income	5(a)	2,426	1,194
Other gains and losses, net	5(b)	(1,540)	(1,928)
Selling and distribution expenses		(165,325)	(159,450)
General and administrative expenses		(34,485)	(35,466)
Finance costs	6	<u>(1,183)</u>	<u>(1,124)</u>

		<b>Year ended 31 March</b>	
		<b>2025</b>	<b>2024</b>
	<i>Notes</i>	<b>HK\$'000</b>	<b>HK\$'000</b>
Profit before taxation		<b>32,938</b>	37,519
Income tax expense	7	<u><b>(5,027)</b></u>	<u>(6,845)</u>
Profit for the year	8	<u><b>27,911</b></u>	<u>30,674</u>
Other comprehensive income (expenses):			
Items that will not be reclassified to profit or loss:			
— Fair value gain on investments in equity instruments at fair value through other comprehensive income		<b>661</b>	150
— Remeasurement on the unfunded long service payment obligation		<u><b>(250)</b></u>	<u>—</u>
		<u><b>411</b></u>	<u>150</u>
Item that may be reclassified subsequently to profit or loss:			
— Exchange differences arising on translation of foreign operations		<u><b>(86)</b></u>	<u>(1,054)</u>
Other comprehensive income (expenses) for the year, net of tax		<u><b>325</b></u>	<u>(904)</u>
Total comprehensive income for the year		<u><b>28,236</b></u>	<u>29,770</u>
		<b>HK cents</b>	<b>HK cents</b>
Earnings per share	9		
— Basic		<u><b>3.66</b></u>	<u>4.03</u>
— Diluted		<u><b>N/A</b></u>	<u>N/A</u>

# **CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

*At 31 March 2025*

		<b>As at 31 March</b>	
		<b>2025</b>	<b>2024</b>
	<i>Notes</i>	<i>HK\$'000</i>	<i>HK\$'000</i>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment		<b>57,337</b>	59,263
Right-of-use assets		<b>17,895</b>	17,778
Investment properties		<b>9,452</b>	9,898
Equity investment at fair value through other comprehensive income		<b>2,551</b>	1,890
Deferred tax assets		<b>680</b>	836
		<b>87,915</b>	89,665
<b>CURRENT ASSETS</b>			
Inventories		<b>19,057</b>	21,787
Trade and other receivables	<i>11</i>	<b>32,606</b>	31,997
Time deposits		<b>9,996</b>	5,518
Cash and cash equivalents		<b>78,723</b>	69,844
		<b>140,382</b>	129,146
<b>CURRENT LIABILITIES</b>			
Trade and other payables	<i>12</i>	<b>14,337</b>	13,712
Bank borrowing		<b>2,057</b>	2,486
Dividend payable		<b>17</b>	12
Lease liabilities		<b>11,681</b>	10,274
Provisions		<b>699</b>	376
Income tax payable		<b>784</b>	4,767
		<b>29,575</b>	31,627
<b>NET CURRENT ASSETS</b>		<b>110,807</b>	97,519
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>198,722</b>	187,184

	<b>As at 31 March</b>	
	<b>2025</b>	<b>2024</b>
	<b><i>HK\$'000</i></b>	<b><i>HK\$'000</i></b>
<b>NON-CURRENT LIABILITIES</b>		
Lease liabilities	<b>6,706</b>	8,033
Provisions	<b>810</b>	941
	<u><b>7,516</b></u>	<u>8,974</u>
<b>NET ASSETS</b>	<u><b>191,206</b></u>	<u>178,210</u>
<b>CAPITAL AND RESERVES</b>		
Share capital	<b>7,620</b>	7,620
Reserves	<b>183,586</b>	170,590
<b>TOTAL EQUITY</b>	<u><b>191,206</b></u>	<u>178,210</u>

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

### 1. GENERAL INFORMATION

The Company was incorporated in the Cayman Islands as an exempted company with limited liability on 17 April 2015. The address of its registered office is Windward 3, Regatta Office Park, PO Box 1350, Grand Cayman KY1-1108, Cayman Islands. The address of its principal place of business is Office E, 30/F., EGL Tower, 83 Hung To Road, Kwun Tong, Kowloon, Hong Kong.

The Company's shares were listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 12 September 2016 (the "Listing Date" and the "Listing", respectively). The Company's immediate and ultimate holding company is Beatitudes International Ltd. which was incorporated in the British Virgin Islands and controlled by Mr. Choy Chi Fai and Ms. Ho Ka Man.

The Company is an investment holding company. During the Year, the principal activities of its subsidiaries are retail and wholesale of health and personal care products.

The consolidated financial statements of the Group are presented in Hong Kong dollars ("HK\$") which is same as the functional currency of the Company and all values are rounded to the nearest thousand ("HK\$'000"), except when otherwise indicated.

### 2. APPLICATION OF NEW AND AMENDMENTS TO HKFRS ACCOUNTING STANDARDS AND CHANGES IN OTHER ACCOUNTING POLICIES

#### Amendments to HKFRS Accounting Standards that are mandatorily effective for the current year

In the current year, the Group has applied the following amendments to HKFRS Accounting Standards issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") for the first time, which are mandatorily effective for the Group's annual period beginning on 1 April 2024 for the preparation of the consolidated financial statements:

Amendments to HKFRS 16	Lease Liability in a Sale and Leaseback
Amendments to HKAS 1	Classification of Liabilities as Current or Non-current and related amendments to Hong Kong Interpretation 5 (2020)
Amendments to HKAS 1	Non-current Liabilities with Covenants
Amendments to HKAS 7 and HKFRS 7	Supplier Finance Arrangements

Except as described below, the application of the amendments to HKFRS Accounting Standards in the current year has had no material impact on the Group's financial positions and performance for the current and prior years and/or on the disclosures set out in the consolidated financial statements.

***Impacts on application of Amendments to HKAS 1 Classification of Liabilities as Current or Non-current and related amendments to Hong Kong Interpretation 5 (2020) (the “2020 Amendments”) and Amendments to HKAS 1 Non-current Liabilities with Covenants (the “2022 Amendments”)***

The Group has applied the amendments for the first time in the current year.

The 2020 Amendments provide clarification and additional guidance on the assessment of right to defer settlement for at least twelve months from reporting date for classification of liabilities as current or non-current, which:

- specify that the classification of liabilities as current or non-current should be based on rights that are in existence at the end of the reporting period. Specifically, the classification should not be affected by management intentions or expectations to settle the liability within 12 months.
- clarify that the settlement of a liability can be a transfer of cash, goods or services, or the entity's own equity instruments to the counterparty. If a liability has terms that could, at the option of the counterparty, result in its settlement by the transfer of the entity's own equity instruments, these terms do not affect its classification as current or non-current only if the entity recognises the option separately as an equity instrument applying HKAS 32 *Financial Instruments: Presentation*.

For rights to defer settlement for at least twelve months from reporting date which are conditional on the compliance with covenants, the 2022 Amendments specifically clarify that only covenants that an entity is required to comply with on or before the end of the reporting period affect the entity's right to defer settlement of a liability for at least twelve months after the reporting date, even if compliance with the covenant is assessed only after the reporting date. The 2022 Amendments also specify that covenants with which an entity must comply after the reporting date (i.e. future covenants) do not affect the classification of a liability as current or non-current at the reporting date. However, if the entity's right to defer settlement of a liability is subject to the entity complying with covenants within twelve months after the reporting period, an entity discloses information that enables users of financial statements to understand the risk of the liabilities becoming repayable within twelve months after the reporting period. This would include information about the covenants, the carrying amount of related liabilities and facts and circumstances, if any, that indicate that the entity may have difficulties complying with the covenants.

In accordance with the transition provision, the Group has applied the new accounting policy to the classification of liability as current or non-current retrospectively. The application of the amendments in the current year had no material impact on the consolidated financial statements.

## **New and amendments to HKFRS Accounting Standards in issue but not yet effective**

The Group has not early applied the following new and amendments to HKFRS Accounting Standards that have been issued but are not yet effective:

Amendments to HKFRS 9 and HKFRS 7	Amendments to the Classification and Measurement of Financial Instruments <sup>3</sup>
Amendments to HKFRS 9 and HKFRS 7	Contracts Referencing Nature-dependent Electricity <sup>3</sup>
Amendments to HKFRS 10 and HKAS 28	Sale or Contribution of Assets between an Investor and its Associate or Joint Venture <sup>1</sup>
Amendments to HKFRS Accounting Standards	Annual Improvements to HKFRS Accounting Standards — Volume 11 <sup>3</sup>
Amendments to HKAS 21	Lack of Exchangeability <sup>2</sup>
HKFRS 18	Presentation and Disclosure in Financial Statements <sup>4</sup>

<sup>1</sup> Effective for annual periods beginning on or after a date to be determined.

<sup>2</sup> Effective for annual periods beginning on or after 1 January 2025.

<sup>3</sup> Effective for annual periods beginning on or after 1 January 2026.

<sup>4</sup> Effective for annual periods beginning on or after 1 January 2027.

Except for the new and amendments to HKFRS Accounting Standards mentioned in the consolidated financial statements, the Directors anticipate that the application of all other new and amendments to HKFRS Accounting Standards will have no material impact on the consolidated financial statements in the foreseeable future.

### **3. BASIS OF PREPARATION OF CONSOLIDATED FINANCIAL STATEMENTS**

The consolidated financial statements have been prepared in accordance with HKFRS Accounting Standards issued by the HKICPA. For the purpose of preparation of the consolidated financial statements, information is considered material if such information is reasonably expected to influence decisions made by primary users. In addition, the consolidated financial statements include applicable disclosures required by the Rules Governing the Listing of Securities on the Stock Exchange (“**Listing Rules**”) and by the Hong Kong Companies Ordinance.

The Directors have, at the time of approving the consolidated financial statements, a reasonable expectation that the Group has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the consolidated financial statements.

#### 4. REVENUE AND SEGMENT REPORTING

##### (a) Revenue

##### *(i) Disaggregation of revenue from contracts with customers*

	Year ended 31 March	
	2025	2024
	HK\$'000	HK\$'000
<b>Types of goods</b>		
Health supplement products	257,232	256,941
Honey and pollen products	949	989
Personal care products	11,386	11,092
<b>Total</b>	<b>269,567</b>	<b>269,022</b>
<b>Timing of revenue recognition</b>		
A point in time	269,567	269,022
<b>Sales channel</b>		
Specialty stores	42,603	43,546
Consignment counters	191,261	190,305
E-commerce	22,469	20,583
Other sales channels	13,234	14,588
<b>Total</b>	<b>269,567</b>	<b>269,022</b>

##### *(ii) Performance obligations for contracts with customers*

Revenue from retail and wholesale of health and personal care products is recognised at a point in time upon the delivery of the health and personal care products to the customers or, in case of consignment sales through consignees, upon collection of the products by end-customers, which is the point of time when customer has the ability to direct the use of products and obtain substantially all of the remaining benefits of the products. The payment terms are generally within 0 to 60 days.

##### *(iii) Transaction price allocated to the remaining performance obligation for contracts with customers*

All contracts with customers are for periods of one year or less. As permitted under HKFRS 15, the transaction price allocated to these unsatisfied contracts is not disclosed.



**(b) Segment reporting**

Information reported to the Board, being the chief operating decision maker (“CODM”), for the purposes of resource allocation and assessment of segment performance focuses on types of goods or services delivered or provided. No operating segments identified by the CODM have been aggregated in arriving at the reportable segments of the Group.

Specifically, the Group’s reportable and operating segment under HKFRS 8 *Operating Segments* is retail and wholesale of health and personal care products.

Since this is the only reportable and operating segment of the Group, no further analysis thereof is presented. All the revenue of the Group are generated from retail and wholesale of health and personal care products for the years ended 31 March 2025 and 2024.

**5. OTHER INCOME, OTHER GAINS AND LOSSES, NET**

**(a) Other income**

	Year ended 31 March	
	2025	2024
	HK\$’000	HK\$’000
Bank interest income on bank deposits	1,493	930
Dividend income	84	123
Government grants ( <i>Note</i> )	751	28
Rental income	52	28
Others	46	85
	<u>2,426</u>	<u>1,194</u>

*Note:*

During the year ended 31 March 2025, the grant of approximately HK\$751,000 was granted from “The Dedicated Fund on Branding, Upgrading and Domestic Sales (The BUD Fund) — Mainland Programme” launched by the Government of the Hong Kong Special Administrative Region of People’s Republic of China.

During the year ended 31 March 2024, the grants of approximately HK\$28,000 were granted from certain subsidy schemes launched by the Government of Singapore.

The Group has complied with all of the conditions for these government grants.

(b) Other gains and losses, net

	Year ended 31 March	
	2025	2024
	HK\$'000	HK\$'000
Loss on disposal of property, plant and equipment	—	(6)
Loss on written-off of property, plant and equipment	—	(59)
Net foreign exchange loss	(1,191)	(1,346)
Loss from changes in fair value of investment properties, net	(349)	(517)
	<u>(1,540)</u>	<u>(1,928)</u>

6. FINANCE COSTS

	Year ended 31 March	
	2025	2024
	HK\$'000	HK\$'000
Interest on bank borrowing	71	89
Interest on lease liabilities	1,081	1,011
Interest on long service payment	31	24
	<u>1,183</u>	<u>1,124</u>

7. INCOME TAX EXPENSE

	Year ended 31 March	
	2025	2024
	HK\$'000	HK\$'000
Current tax:		
Hong Kong Profits Tax	3,898	2,268
PRC Enterprise Income Tax (“EIT”)	4	26
Macau Complementary Tax	1,524	1,490
	<u>5,426</u>	<u>3,784</u>
Over provision in prior year		
Hong Kong Profits Tax	(62)	—
Macau Complementary Tax	(493)	—
	<u>(555)</u>	<u>—</u>
Deferred tax:		
Current year	156	3,061
Total	<u>5,027</u>	<u>6,845</u>

*Notes:*

- (a) Under the two-tiered profits tax rates regime of Hong Kong Profits Tax, the first HK\$2 million of profits of the qualifying group entity will be taxed at 8.25%, and profits above HK\$2 million will be taxed at 16.5%. The profits of group entities not qualifying for the two-tiered profits tax rates regime will continue to be taxed at a flat rate of 16.5%. Accordingly, the Hong Kong Profits Tax of the qualifying group entity is calculated at 8.25% on the first HK\$2 million of the estimated assessable profits and at 16.5% on the estimated assessable profits above HK\$2 million.
- (b) Under the Law of the People's Republic of China (the "PRC") on Enterprise Income Tax (the "EIT Law") and Implementation Regulation of the EIT Law, the tax rate of the subsidiaries in Mainland China is 25% for both years. Certain subsidiaries of the Company in Mainland China satisfied the Inclusive Tax Deduction and Exemption Policies for Micro and Small Enterprises. The portion of annual taxable income of a small low-profit enterprise which does not exceed RMB1 million shall be calculated at a reduced rate of 25% as taxable income amount and be subject to EIT at 20% tax rate. The portion over RMB1 million but not exceeding RMB3 million shall be calculated at a reduced rate of 50% as taxable income amount and be subject to EIT at 20% tax rate.
- (c) Singapore Corporate Income Tax is calculated at 17% of its chargeable income for both years. No provision for taxation in Singapore has been made for the years ended 31 March 2025 and 2024.
- (d) According to the Macau Complementary Tax Law, Macau Complementary Tax is calculated at progressive rates up to 12% (2024: progressive rates up to 12%) on the estimated taxable profits arising in Macau during the year with an exemption allowance amounted to Macau Pataca ("MOP") 600,000 (equivalent to approximately HK\$583,000) (2024: MOP600,000 (equivalent to approximately HK\$583,000)) as tax relief measures which are managed by the Financial Services Bureau.

## 8. PROFIT FOR THE YEAR

	Year ended 31 March	
	2025	2024
	HK\$'000	HK\$'000
Profit for the year has been arrived at after charging (crediting):		
Staff costs including directors' emoluments:		
Salaries and allowances	73,918	65,826
Service cost for long service payment	150	269
Contributions to retirement benefits scheme	3,171	2,858
Total staff costs	77,239	68,953
Staff costs including in selling and distribution expenses	(52,949)	(45,475)
Staff costs including in general and administrative expenses	24,290	23,478
Depreciation of:		
— Property, plant and equipment	2,905	2,803
— Right-of-use assets	13,271	12,435
Total depreciation	16,176	15,238
Depreciation including in selling and distribution expenses	(12,770)	(11,352)
Depreciation including in general and administrative expenses	3,406	3,886
Auditor's remuneration		
— Audit services	760	760
— Non-audit services	70	50
Cost of inventories recognised as expense	36,522	34,729
Write-down (reversal of write-down) of obsolete inventories including in cost of inventories	1,201	(92)
Consignment expenses ( <i>Note</i> )	81,896	81,610
Advertising and promotion expense including in selling and distribution expenses	8,278	10,455
Donations	366	465

### *Note:*

Fees paid to consignees for sales of health and personal care products made through the consignment counters are included in "selling and distribution expenses".

## 9. EARNINGS PER SHARE

The calculation of the basic and diluted earnings per share attributable to the owners of the Company is based on the following data:

	<b>Year ended 31 March</b>	
	<b>2025</b>	<b>2024</b>
	<b>HK\$'000</b>	<b>HK\$'000</b>
Profit for the year attributable to owners of the Company for the purpose of basic and diluted earnings per share	<b>27,911</b>	<b>30,674</b>
	<b>As at 31 March</b>	
	<b>2025</b>	<b>2024</b>
	<b>'000</b>	<b>'000</b>
<b>Number of shares</b>		
Weighted average number of ordinary shares for the purpose of basic and diluted earnings per share	<b>762,000</b>	<b>762,000</b>

No diluted earnings per share for both years ended 31 March 2025 and 2024 were presented as there were no potential ordinary shares in issue for both years ended 31 March 2025 and 2024.

## 10. DIVIDEND

	<b>Year ended 31 March</b>	
	<b>2025</b>	<b>2024</b>
	<b>HK\$'000</b>	<b>HK\$'000</b>
Dividends for ordinary shareholders of the Company recognised as distribution during the year:		
2023 Final dividend — HK1 cent per share	—	7,620
2024 Final dividend — HK2 cents per share	<b>15,240</b>	—

Subsequent to the end of the reporting period, a final dividend in respect of the year ended 31 March 2025 of HK2 cents (2024: final dividend in respect of the year ended 31 March 2024 of HK2 cents) per ordinary share, in an aggregate amount of HK\$15,240,000 (2024: HK\$15,240,000), has been proposed by the Board and is subject to approval by the shareholders in the forthcoming annual general meeting.

## 11. TRADE AND OTHER RECEIVABLES

	As at 31 March	
	2025	2024
	HK\$'000	HK\$'000
Trade receivables ( <i>Note</i> )	21,064	21,163
Other receivables	625	750
Deposits and prepayments	10,917	10,084
	<u>32,606</u>	<u>31,997</u>

*Note:*

As at 1 April 2023, trade receivables from contracts with customers amounted to approximately HK\$16,772,000.

The Group usually allows a credit period of 0 to 60 days (2024: 0 to 60 days) to its trade customers and consignees. The following is an aged analysis of trade receivables, net of allowance for credit losses, presented based on the date of delivery of goods which approximated the respective dates on which revenue was recognised.

	As at 31 March	
	2025	2024
	HK\$'000	HK\$'000
Within 30 days	11,083	10,561
31–60 days	9,451	8,184
61–90 days	502	1,510
Over 90 days	28	908
	<u>21,064</u>	<u>21,163</u>

## 12. TRADE AND OTHER PAYABLES

	As at 31 March	
	2025	2024
	<i>HK\$'000</i>	<i>HK\$'000</i>
Trade payables ( <i>Note</i> )	1,615	1,822
Accrued staff costs	10,004	9,020
Other payables and accruals	2,718	2,870
	<u>14,337</u>	<u>13,712</u>

*Note:*

The aged analysis of trade payables, presented based on the invoice date, is as follows:

	As at 31 March	
	2025	2024
	<i>HK\$'000</i>	<i>HK\$'000</i>
Within 30 days	675	990
31–90 days	937	829
Over 90 days	3	3
	<u>1,615</u>	<u>1,822</u>

The average credit period on purchases of goods is 0 to 90 days (2024: 0 to 90 days).

## **MANAGEMENT DISCUSSION AND ANALYSIS**

### **BUSINESS REVIEW**

The Group is principally a Hong Kong-based brand builder, retailer and wholesaler of health and personal care products focusing on the development, marketing, sales and distribution of the branded products. The major brands developed and managed by the Group include “Ausupreme”, “Organic Nature”, “Superbee”, “Top Life” and “ACHealth”, which are sold under our well-established “澳至尊” sales and distribution network.

#### **Market Overview**

With the impact of outbound spending behaviour of Hong Kong residents as well as various geopolitical tensions and global economic uncertainties, the overall retail market in Hong Kong continued to face operational challenges during the Year. According to the statistics from the Census and Statistics Department of Hong Kong, the overall retail sales in Hong Kong recorded a drop of 8.6% during the period from April 2024 to March 2025 as compared to the corresponding period in the previous year. Besides, the overall retail sales in Hong Kong during the first quarter of 2025 recorded a decline of 2.7% as compared to the last quarter of 2024. This indicated that the retail market in Hong Kong has continued to be sluggish.

#### **Overall Performance**

For the year ended 31 March 2025, the Group’s revenue amounted to HK\$269,567,000, representing a slight increase of 0.2% from HK\$269,022,000 for Year 2024. Meanwhile, the Group recorded a profit of HK\$27,911,000 for the Year, representing a decrease of 9.0% as compared to a profit of HK\$30,674,000 for Year 2024.

With the Group’s effective marketing campaigns and sales channel reallocation, the Group’s sales improved steadily which outperformed the overall performance of the Hong Kong retail market. The decrease in the Group’s profit was mainly due to the increase in various expenses. The Group has been closely monitoring the market conditions and adopting cautious approaches to cope with the challenging economic environment.

As at 31 March 2025, the Group had 19 specialty stores and 69 consignment counters in Hong Kong and Macau (2024: 18 specialty stores and 63 consignment counters). The Group will continue to identify carefully suitable locations for the specialty stores and other sales channels to maximise its exposure to the target customers.



## FINANCIAL REVIEW

The Group generated revenue primarily from sales channels of specialty stores, consignment counters and e-commerce etc. The main types of goods are health supplement products, personal care products and honey and pollen products. For the year under review, the Group recorded the revenue for the Year amounted to HK\$269,567,000 (2024: HK\$269,022,000) and profit for the Year amounted to HK\$27,911,000 (2024: HK\$30,674,000). The gross profit margin remained stable for the Year at 86.5% (2024: 87.1%).

During the Year, the Group's revenue for (i) health supplement products slightly increased by 0.1% to HK\$257,232,000 (2024: HK\$256,941,000); (ii) personal care products increased by 2.7% to HK\$11,386,000 (2024: HK\$11,092,000); and (iii) honey and pollen products decreased by 4.0% to HK\$949,000 (2024: HK\$989,000). The Group's revenue for sales channels of (i) specialty stores decreased by 2.2% to HK\$42,603,000 (2024: HK\$43,546,000); (ii) consignment counters gently rose by 0.5% to HK\$191,261,000 (2024: HK\$190,305,000); (iii) e-commerce rose by 9.2% to HK\$22,469,000 (2024: HK\$20,583,000); and other sales channels dropped by 9.3% to HK\$13,234,000 (2024: HK\$14,588,000). In this challenging economic environment, the overall sales performance of the Group still maintained a stable performance similar to Year 2024, which demonstrated the solid foundation of the Group and constructive marketing strategies were applied.

The following table sets forth the breakdown of the Group's revenue by types of goods for the years ended 31 March 2025 and 2024:

	For the year ended 31 March			
	2025		2024	
	<i>HK\$'000</i>	<i>% of total revenue</i>	<i>HK\$'000</i>	<i>% of total revenue</i>
Health supplement products	257,232	95.4%	256,941	95.5%
Personal care products	11,386	4.2%	11,092	4.1%
Honey and pollen products	949	0.4%	989	0.4%
Total	<u>269,567</u>	<u>100.0%</u>	<u>269,022</u>	<u>100.0%</u>

The table below sets forth the breakdown of the Group's revenue by sales channels for the years ended 31 March 2025 and 2024:

	For the year ended 31 March			
	2025		2024	
	<i>HK\$'000</i>	<i>% of total revenue</i>	<i>HK\$'000</i>	<i>% of total revenue</i>
Specialty stores	42,603	15.8%	43,546	16.2%
Consignment counters	191,261	71.0%	190,305	70.7%
E-commerce	22,469	8.3%	20,583	7.7%
Other sales channels	13,234	4.9%	14,588	5.4%
Total	<u>269,567</u>	<u>100.0%</u>	<u>269,022</u>	<u>100.0%</u>

The other income of the Group rose by 103.2% to HK\$2,426,000 for the Year (2024: HK\$1,194,000). The increase in other income were mainly due to (i) the significant rise in bank interest income derived from increased bank fixed deposits; (ii) the grant of approximately HK\$751,000 from “The Dedicated Fund on Branding, Upgrading and Domestic Sales (The BUD Fund) — Mainland Programme” launched by the Government of the Hong Kong Special Administrative Region of People's Republic of China.

The selling and distribution expenses of the Group increased by 3.7% to HK\$165,325,000 for the Year (2024: HK\$159,450,000), while the general and administrative expenses of the Group decreased by 2.8% to HK\$34,485,000 for the Year (2024: HK\$35,466,000). These two major expenses of the Group totally increased HK\$4,894,000 or 2.5% compared with Year 2024. The rise in expenses was primarily driven by an increase in staff costs. In order to enhance employee morale, attract and retain talent, the Group made a favorable adjustment to the salaries of employees for the Year. Besides, due to new openings of speciality stores and consignment counters, the Group hired more staff resulting in a growth in staff costs. However, due to the Group's strict control of expenditures in various aspects, expenses in other areas have decreased, thus offsetting the effect of the increase in staff costs.

During the Year, the Group's finance costs represented interest on bank borrowing amounting to HK\$71,000 (2024: HK\$89,000), interest on lease liabilities amounting to HK\$1,081,000 (2024: HK\$1,011,000) and interest on long service payment amounting to HK\$31,000 (2024: HK\$24,000).

The Group's revenue was mainly derived in Hong Kong, Mainland China, Macau and Singapore during the Year. For the Year, income tax expense was HK\$5,027,000 (2024: HK\$6,845,000). The provision for Hong Kong Profits Tax has been provided in accordance with the two-tiered profits tax rates regime; the first HK\$2,000,000 of assessable profits of a qualifying corporation of the Group is taxed at 8.25% and the assessable profits above HK\$2,000,000 are taxed at 16.5%. The assessable profits of group entities not qualified for the two-tiered profits tax rates regime will continue to be taxed at a flat rate of 16.5%. Taxation for overseas subsidiaries is charged at the appropriate current rates of taxation ruling in the relevant tax jurisdictions.

As a result of the above factors, the Group recorded a profit for the Year of HK\$27,911,000 (2024: HK\$30,674,000).

For the year ended 31 March 2025, the Group recorded a basic earnings per share of HK3.66 cents as compared to the basic earnings per share of HK4.03 cents for Year 2024, the calculation of which is based on the profit for the Year of HK\$27,911,000 (2024: HK\$30,674,000) and the weighted average number of 762,000,000 ordinary shares in issue during the Year (2024: 762,000,000 ordinary shares). No diluted earnings per share for both years ended 31 March 2025 and 2024 were presented as there were no potential ordinary shares in issue for both years ended 31 March 2025 and 2024.

## **LIQUIDITY, FINANCIAL RESOURCES, FOREIGN EXCHANGE RISK EXPOSURE AND CAPITAL COMMITMENTS**

The Group's financing and treasury activities are centrally managed and controlled at the corporate level. The main objective is to utilise the funding efficiently and to manage the financial risks effectively. The Group generally meets its working capital requirements from its internally generated funds, and maintains a healthy financial position.

As at 31 March 2025, the Group had net current assets and net assets of HK\$110,807,000 (2024: HK\$97,519,000) and HK\$191,206,000 (2024: HK\$178,210,000) respectively. As at 31 March 2025, the current ratio calculated based on current assets divided by current liabilities of the Group was approximately 4.7 (2024: 4.1).

### **Cash and Cash Equivalents/Time Deposits**

Cash and cash equivalents and time deposits held by the Group amounted to HK\$88,719,000 as at 31 March 2025 (2024: HK\$75,362,000), of which HK\$78,723,000 (2024: HK\$69,844,000) was cash and cash equivalents and HK\$9,996,000 (2024: HK\$5,518,000) was non-pledged time deposits with original maturity of over three months. They were mainly denominated in Hong Kong dollars, Japanese yen, Australian dollars, Renminbi and United States dollars.

## **Other Financial Resources and Gearing**

As at 31 March 2025, the total outstanding bank borrowing of the Group amounted to HK\$2,057,000 (2024: HK\$2,486,000) and it is a secured bank mortgage loan. The bank mortgage loan was repayable based on scheduled repayment dates set out in the loan agreement and the last payment is on 21 August 2029.

Interest on bank borrowing is charged at floating rates. The bank borrowing of the Group is denominated in Hong Kong dollars. No financial instruments for hedging purposes were employed by the Group for the Year.

As at 31 March 2025, the bank borrowing was secured by the Group's certain leasehold land and building with aggregate net carrying value of approximately HK\$27,586,000 (2024: HK\$28,542,000).

As at 31 March 2025, the Group's gearing was considered to be at a reasonable level, as the debt to equity ratio was only 1.1% (2024: 1.4%), expressed as a percentage of total bank borrowings to total net assets.

## **Foreign Exchange Exposure**

The Group is exposed to currency risk primarily through sales and purchases, which give rise to receivables, payables and cash balances that are denominated in a foreign currency, i.e. a currency other than the functional currency of the operations to which the transactions relate. The currencies giving rise to this risk are primarily Japanese yen, Australian dollars and Renminbi. The Group currently does not have any foreign currency hedging policy. However, the Group maintains a conservative approach in treasury management by constantly monitoring foreign exchange exposure and will consider hedging significant foreign exchange exposure should the need arise. The management will continue to monitor the foreign exchange exposure and will take prudent measures when needed.

## **Capital Commitments**

As at 31 March 2025, the Group did not have any capital commitment (2024: Nil).

## **MAJOR INVESTMENTS, ACQUISITIONS AND DISPOSALS**

The Group had no material investment, acquisitions or disposals of subsidiaries, associates or joint ventures during the Year.

## **CONTINGENT LIABILITIES**

As at 31 March 2025, the Group had no material contingent liabilities (2024: Nil).

## EMPLOYEE INFORMATION

As at 31 March 2025, the Group had 220 (2024: 210) employees, including part-time staff. The Group remunerates employees based on their performance and experience, the Group's results as well as prevailing market condition. In addition to salary and commission payment to staff, other staff benefits include a share option scheme, discretionary bonus, staff discount on purchases and internal training.

## SHARE OPTION SCHEME

Pursuant to the written resolution of the sole shareholder of the Company passed on 20 July 2016, the Company adopted a share option scheme (the “**Scheme**”) conditional upon the Listing. The Scheme became effective on 12 September 2016. As no share options have been granted under the Scheme since the Listing Date, there were no outstanding share options as at 31 March 2025, and no share options were exercised, cancelled or lapsed during the year ended 31 March 2025.

## DIVIDEND

The Board has resolved to recommend a final dividend of HK2 cents per ordinary share for the year ended 31 March 2025, totalling HK\$15,240,000 (2024: HK2 cents, totalling HK\$15,240,000). Such payment of dividend will be subject to the approval of the shareholders of the Company (the “**Shareholders**”) at the forthcoming annual general meeting (“**AGM**”). If the resolution for the proposed final dividend is passed at the AGM, the final dividend will be payable on or around 8 October 2025.

## FUTURE OUTLOOK AND PROSPECTS

In a world of constant change, shifts in the global and domestic economic environments occur frequently. At the beginning of 2025, the forecast for global economic growth stood at a steady 2.7% for the year, as reported by the World Bank's Global Economic Prospects. However, by June 2025, this estimate had already been revised down to 2.3%. International discord over tariffs, geopolitical tensions, and regional conflicts have introduced uncertainties into the global economic landscape. On the domestic front, factors such as high operating costs, the northbound spending trend of local residents and evolving spending patterns among inbound tourists continue to present significant challenges to the Hong Kong retail market.

The Group has faced numerous challenges in the past, yet its determination to navigate difficult times and seize every growth opportunity remains unwavering. In 2025, efforts have been made to enhance the brand image. This includes a revamped store display featuring products arranged elegantly by function. Besides, product packaging and marketing materials are upgraded with enhanced details and a more appealing style. Every aspect of the consumer experience has been meticulously reconsidered and redesigned to convey a fresh and upscale image to customers, thereby boosting sales.

Furthermore, ongoing product development initiatives have been implemented. New products, aligning with market trends and featuring patented ingredients supported by scientific research, are being launched with strategic marketing and promotional campaigns targeting a diverse customer base. The Group is also providing enhanced training sessions, offering the latest health information to empower its health consultants. This equips them to provide quality service and professional health advice to consumers.

Online channels will continue their rapid expansion, driven by convenience, a wider selection, and ease of comparison. The Group will strengthen investments in the digital infrastructure. Additionally, the Group has participated in the Hong Kong Shopping Festival 2025 organised by the Hong Kong Trade Development Council to showcase premium products of the Group on mainland e-commerce platforms, aiming to deepen market penetration into the vast mainland market through e-commerce.

The long-term fundamentals for the health supplements industry remain exceptionally strong, irrespective of current external market conditions. The Group will continue to uphold its core value of pursuing excellence and seize compelling opportunities to achieve sustainable business growth.

## **CORPORATE GOVERNANCE AND OTHER INFORMATION**

### **EVENT AFTER THE REPORTING PERIOD**

A final dividend in respect of the year ended 31 March 2025 of HK2 cents per ordinary share, in an aggregate amount of HK\$15,240,000 was proposed pursuant to a resolution passed by the Board on 26 June 2025 and will be subject to the approval of the Shareholders in the forthcoming AGM.

### **PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES**

Throughout the Year, the Company did not redeem its listed securities, nor did the Company or any of its subsidiaries purchase or sell such securities (including sale of treasury share, if any).

As at 31 March 2025, the Company did not hold any treasury shares.

### **CORPORATE GOVERNANCE CODE**

The Company has complied with all the mandatory disclosure requirements and the applicable code provisions set out in the section headed “Part 2 — Principles of good corporate governance, code provisions and recommended best practices” of the Corporate Governance Code contained in Appendix C1 to the Listing Rules (the “CG Code”) throughout the Year save for the deviation from code provision C.2.1 as follows:

Under code provision C.2.1 of the CG Code, the roles of the chairman and the chief executive should be separate and should not be performed by the same individual.



In view of the present composition of the Board, the in-depth knowledge of the chairman of the Board (the “**Chairman**”) (who is also the co-chief executive officer) of the operations of the Group and the health and personal care industry in general, his extensive business network and connections, and the scope of operations of the Group, the Board believes that it is in the best interest of the Group for Mr. Choy Chi Fai to assume the roles of both the Chairman and the co-chief executive officer. As all major decisions are made in consultation with all the members of the Board, with the three independent non-executive Directors offering independent perspectives, the Board believes that there are adequate safeguards in place to ensure sufficient balance of powers within the Board.

## **MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS**

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix C3 to the Listing Rules (the “**Model Code**”) as its own code of conduct regarding Directors’ securities transactions. Having been made specific enquiries by the Company, all Directors confirmed that they had complied with the required standard set out in the Model Code throughout the Year.

## **REVIEW OF RESULTS**

The Group’s results for the year ended 31 March 2025 have been reviewed by the audit committee of the Board.

## **SCOPE OF WORK OF INDEPENDENT AUDITOR**

The figures in respect of the Group’s consolidated statement of financial position, consolidated statement of profit or loss and other comprehensive income and the related notes thereto for the year ended 31 March 2025 included in this preliminary announcement have been agreed by the Group’s auditors, Asian Alliance (HK) CPA Limited, to the amounts set out in the Group’s audited consolidated financial statements for the Year. The work performed by Asian Alliance (HK) CPA Limited in this respect did not constitute an assurance engagement and consequently, no opinion or assurance conclusion has been expressed by Asian Alliance (HK) CPA Limited on this preliminary announcement.

## **PUBLICATION OF ANNUAL RESULTS ANNOUNCEMENT AND ANNUAL REPORT**

This annual results announcement is published on the respective websites of the Stock Exchange (<http://www.hkexnews.hk>) and the Company (<http://www.ausupreme.com>). The Company’s annual report for the year ended 31 March 2025 will be disseminated to the Shareholders and will be available on the aforesaid websites in due course in the manner as required by the Listing Rules.

## APPRECIATION

On behalf of the Board, I would like to express my gratitude with the upmost sincerity to all the Shareholders, business partners and customers for their continuing support, and extend my heartfelt appreciation to all the management and staff for their ongoing contributions.

By order of the Board  
**Ausupreme International Holdings Limited**  
**Choy Chi Fai**  
*Chairman, Executive Director and Co-Chief Executive Officer*

Hong Kong, 26 June 2025

*As at the date of this announcement, the Board comprises two Executive Directors, namely Mr. Choy Chi Fai (Chairman and Co-Chief Executive Officer) and Ms. Ho Ka Man (Vice Chairman and Co-Chief Executive Officer); and three Independent Non-Executive Directors, namely Prof. Luk Ting Kwong, Dr. Wan Cho Yee and Ms. Pang Sin Mei Ada.*

*In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.*