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XIAMEN JIHONG CO., LTD

廈門吉宏科技股份有限公司

(a joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 2603)

ESTIMATED RESULTS FOR THE FIRST HALF OF 2025

This announcement is made by Xiamen Jihong Co., Ltd. (the “**Company**”) pursuant to Rules 13.09(2) and 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

I. ESTIMATED RESULTS FOR THE PERIOD

(i) Period of the estimated results

From January 1, 2025 to June 30, 2025 (the “**Reporting Period**”)

(ii) Estimated results

Year-on-Year Increase

Items	During the Reporting Period (RMB)	Corresponding period of last year (RMB)
Net profit	Earnings: 130.1627 million – 137.3990 million	Earnings: 65.9891 million
	Increase as compared to the corresponding period of last year: 97.25% – 108.21%	
Net profit attributable to the shareholders of the listed company	Earnings: 112.1627 million – 119.3990 million	Earnings: 72.3630 million
	Increase as compared to the corresponding period of last year: 55.00% – 65.00%	
Net profit after deduction of non-recurring gains and losses.	Earnings: 106.1627 million – 113.3990 million	Earnings: 63.1316 million
	Increase as compared to the corresponding period of last year: 68.16% – 79.62%	
Basic earnings per share	Earnings: 0.29 per share – 0.31 per share	Earnings: 0.19 per share

II. COMMUNICATION WITH THE ACCOUNTING FIRM

The financial data in this estimated results announcement has not been audited by the accounting firm. The Company has previously discussed matters related to the estimated results with the accounting firm, and there are no disagreements between the Company and the accounting firm regarding the estimated results.

III. REASONS FOR THE CHANGE IN THE ESTIMATED RESULTS

During the Reporting Period, the Company experienced significant increase in both revenue and profit, primarily attributable to the following factors:

1. **FMCG Paper Packaging Business:** As the consumer market continued to recover, there was a steady increase in demand for paper packaging from customers. The Company's profitability was notably enhanced due to its strong foundation of long-term strategic cooperation with industry leaders in the fast-moving consumer goods (FMCG) sector. This improvement was further supported by the Group's refined management practices and ongoing enhancements in operational efficiency and resource utilization.
2. **Cross-Border Social E-commerce Business:** The Company maintained its technology-driven strategy, consistently fostering innovation and empowerment. It made continuous improvements to its supply chain control system while sustaining a high level of digital operational capability. Additionally, the Company expanded its sales regions and replicated its business model, resulting in substantial growth in the scale of both revenue and profit, thereby further enhancing the Company's overall performance.

IV. RISK WARNING

The estimated results disclosed in this announcement are the preliminary estimates made by the finance department of the Company and have not been audited by the certified accountant. The specific financial data shall be subject to the disclosure in the 2025 interim report of the Company. Investors are advised to make cautious decision and pay attention to the investment risks involved.

By order of the Board
Xiamen Jihong Co., Ltd
ZHUANG Hao
Executive Director and General Manager

Hong Kong, July 3, 2025

As at the date of this announcement, the Board of Directors comprises of Mr. WANG Yapeng as the chairman of the Board of Directors and executive Director; Ms. ZHUANG Hao, Mr. ZHANG Heping, Mr. ZHUANG Shu and Mr. LU Tashan as executive Directors; Mr. LIAO Shengxing as a non-executive Director; and Dr. ZHANG Guoqing, Dr. YANG Chenhui, Mr. HAN Jianshu, Professor Alfred SIT Wing Hang and Ms. NG Weng Sin as independent non-executive Directors.