International Housewares Retail Company Limited
國際家居零售有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1373)

PROFIT WARNING

This announcement is made by International Housewares Retail Company Limited (the "**Company**", together with its subsidiaries, 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 pursuant to 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 Company for the year ended 30 April 2025 (the "**Year**") and the information currently available to the Board, the Group is expected to record a decrease in profit attributable to owners of the Company for the Year within a range of approximately 51% to 57%, as compared to the profit attributable to owners of the Company of HK$101,070,000 for the year ended 30 April 2024 (the "**Last Year**").

The Board considers that the decrease in the profit attributable to owners of the Company for the Year as mentioned above is mainly attributable to several factors, including weak consumer sentiment, intense competition, and shifting consumer habits. Consequently, the Group's revenue for the Year has declined by approximately 5.6% compared to the Last Year.

In response to evolving market dynamics and shifting consumer preferences toward a "Light Consumption " shopping model, the Group has swiftly implemented a series of strategic initiatives centered on the core strategy of "Light Consumption, Speed Retailing." To align with this new direction, we have restructured our merchandise procurement strategy and introduced a comprehensive "New Low Price" sales program, accelerating the time for a product being available on shelf, improving stock turnover rate, enhancing supply chain efficiency, and ensuring more precise and timely fulfillment of customer demand.

Furthermore, we are committed to elevating the in-store shopping experience by fostering interactive engagement, offering value-for-money product selections, and designing promotional displays to create an inviting consumer atmosphere and stimulate purchasing desire, offering our customers a daily convenient and value-for-money shopping experience.

This Year, we have made preliminary progress in managing employee-related expenses. Additionally, constructive negotiations with landlords have yielded positive outcomes, with the full benefits anticipated to materialize over the next one to two years. Moving forward, we will strengthen cost control measures, conducting rigorous reviews of all expenditures to maximize resource utilization and operational productivity.

The Group remains steadfast in confronting market challenges through agility and innovation, accelerating comprehensive reforms to align with evolving consumption trends. Our vision is to establish a "Light Consumption, Speed Retailing" convenience store, delivering customers a daily convenient and value-for-money shopping experience.

Looking ahead, we are optimistic about the growth potential driven by the development of Hong Kong’s Northern Metropolis, which is expected to stimulate new consumer demand. Supportive population inflow policies will further expand our customer base, while Hong Kong’s role as an "Events Capital" will strengthen connectivity within the Greater Bay Area, fostering greater engagement and elevating the overall retail landscape.

The Company has yet to finalise the annual results of the Group for the Year. The financial results of the Group for the Year will only be ascertained after all the relevant results and accounting treatments are finalised. The information in this announcement is only based on the Board’s preliminary assessment of the information currently available to the Board and the unaudited consolidated management accounts of the Group for the Year, which has not been reviewed by the Company’s Audit Committee and the Auditor. The information contained in this announcement may be different from the actual financial information to be published. Further details of the financial information of the Group will be disclosed in the annual results announcement and the annual report of the Company to be published in accordance with the Listing Rules. Shareholders and potential investors are advised to pay attention to the investment risks.

By Order of the Board
International Housewares Retail Company Limited
NGAI Lai Ha
Chairman and Executive Director

Hong Kong, 14 July 2025

As at the date of this announcement, the executive Directors are Ms. NGAI Lai Ha, Mr. LAU Pak Fai Peter and Mr. CHENG Sing Yuk, and the independent non-executive Directors are Mr. MANG Wing Ming Rene, Mr. NG Sze Yuen Terry and Mr. YEUNG Yiu Keung.