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**B.Duck Semk Holdings International Limited**
**小黃鴨德盈控股國際有限公司**
*(Incorporated in the Cayman Islands with limited liability)*
**(Stock Code: 2250)**

# PROFIT ALERT

This announcement is made by B.Duck Semk Holdings International Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the information currently available to the Board and the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the "**Period**"), the Group is expected to record (i) revenue growth of not less than 30%, (ii) an operating loss reduction of not less than 30% (excluding the impact of: (a) net fair value changes on financial assets at fair value through profit or loss, and (b) impairment reversals/provisions for contract assets and financial assets), and (iii) a net loss reduction of approximately 16% (excluding the impact of: (a) net fair value changes on financial assets at fair value through profit or loss, and (b) impairment reversals/provisions for contract assets and financial assets) for the Period, compared to revenue of approximately HK$59.92 million, an operating loss of approximately HK$20.96 million and a loss of approximately HK$18.82 million for the six months ended 30 June 2024.

The Board considers the Group's expected revenue growth and loss reduction during the Period to be primarily attributable to significant royalty income growth from the character licensing business, increased design consultation service fees, and expanded e-commerce and other business income driven by ongoing promotional efforts on e-commerce platforms, despite increased operating costs.

The Company is still in the process of finalising its interim results for the Period. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Period and the information currently available to the Board, which have not been finalised nor reviewed by the Company's auditor or the audit committee of the Company, and therefore may be subject to adjustments. Shareholders and potential investors are advised to refer to the announcement of the interim results of the Group for the Period, which is expected to be published by end of August 2025.

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

On behalf of the Board
**B.Duck Semk Holdings International Limited**
**Hui Ha Lam**
*Chairman of the Board and Executive Director*

Hong Kong, 28 July 2025

*As at the date of this announcement, the Board comprises Mr. Hui Ha Lam as chairman of the Board and executive Director, Mr. Kwok Chun Kit and Mr. Lyu Xingyuan as executive Directors, Mr. Liang Xingchao as non-executive Director, and Ms. Leung Ping Fun Anita, Mr. Sung Chi Keung and Prof. Chan Ka Yin Karen (JP) as independent non-executive Directors.*