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LABIXIAOXIN SNACKS GROUP LIMITED

蠟筆小新休閒食品集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1262)

POSITIVE PROFIT ALERT

This announcement is made by Labixiaoxin Snacks Group Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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 the information currently available to the Board and the preliminary review of the unaudited management accounts of the Group, it is expected that the Group will record a profit after tax of approximately RMB2.0 million for the six months ended 30 June 2025, as compared to a loss after tax of RMB43.6 million for the corresponding period in 2024. The reasons for such increase in profit after tax were mainly attributable to the fact that less advertising and promotion expenses and allowance for expected credit losses were incurred during the six months ended 30 June 2025, as compared to the corresponding period in 2024.

The Company has yet to finalise the interim results of the Group for the six months ended 30 June 2025. The information contained in this announcement is only based on the preliminary assessment by the management with reference to the information currently available to the Board and is not based on any figures or information that has been audited or reviewed by the auditors or the audit committee of the Company. Shareholders and investors are advised to read carefully the results announcement of the Company for the six months ended 30 June 2025, which is expected to be published on or before 31 August 2025.

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

By order of the Board
Labixiaoxin Snacks Group Limited
Zheng Yu Huan
Chairman

Hong Kong, 4 August 2025

As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang, Zheng Yu Huan and Wu Qiongyao; the non-executive director of the Company is Li Hung Kong; and the independent non-executive directors of the Company are Li Biao, Chung Yau Tong and So Ching Tung, JP.