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Great Wall Terroir
長 城 天 下

Great Wall Terroir Holdings Limited
長城天下控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 524)

PROFIT WARNING – REDUCTION OF LOSS

This announcement is made by Great Wall Terroir Holdings 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 (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Director(s)**") of the Company wishes to inform the shareholders of the Company (the "**Shareholder(s)**") and potential investors that, based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the "**Period**"), the Group is expected to record a consolidated loss attributable to the Shareholders for the Period within the range of approximately HK$6.0 million to HK$7.0 million as compared to a consolidated loss attributable to the Shareholders in the amount of approximately HK$10.5 million for the six months ended 30 June 2024 (the "**Preceding Period**").

The Board believes that the decrease in net loss for the Period was principally attributable to the combined effect of the following:

(a) the improvement in revenue and increase in gross profit in relation to the information technology business segment due to commencement of provision of software development and enhancement services in respect of software application platform and other advanced technology software in the People's Republic of China during the Period;

(b) the reduction in contractor's service fee and consultancy fee for various areas during the Period, including (i) development and maintenance of the E-Commerce platform, (ii) the telecommunication service segment, and (iii) professional advice on evaluation of potential investment and business development opportunities during the Period, in an aggregate amount of approximately HK$2.2 million which was due to cost control measures taken during the Period;

(c) the recognition of other income of approximately HK$1.9 million in respect of write-back of provision of staff costs and professional fee during the period from January 2019 to June 2019 while there was no such other income in the Preceding Period;

(d) the recognition of gain on termination of lease arrangement of approximately HK$0.8 million while there was no such gain in the Preceding Period; offset by

(e) the increase in finance costs of approximately HK$1.0 million for the Period.

The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the Period, which have not been reviewed or audited by the independent auditors and/or the audit committee of the Company, and are subject to adjustments. Therefore, the actual financial results of the Group for the Period may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully about the announcement of the Company for the interim results for the Period, which is expected to be published by the end of August 2025 in accordance with the requirements of the Listing Rules. Accordingly, **Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By Order of the Board
Great Wall Terroir Holdings Limited
Cheung Siu Fai
Chairman and Executive Director

Hong Kong, 8 August 2025

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Cheung Siu Fai (chairman) and Mr. Hui Chun Wai Henry, and three independent non-executive Directors, namely Mr. Fong Wai Ho, Mr. Chow Hiu Tung and Ms. Dong Jianmei.