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TAI HING GROUP HOLDINGS LIMITED
太興集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6811)

POSITIVE PROFIT ALERT

This announcement is made by Tai Hing Group 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 of directors of the Company (the "**Board**") wishes to inform shareholders of the Company (the "**Shareholders**") and potential investors that based on the assessment of the latest information currently available to the Board and its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the "**Review Period**"), the Group is expected to record a profit attributable to owners in the range of approximately HK$40,000,000 to HK$45,000,000 for the Review Period, as compared to the profit attributable to owners of approximately HK$10,719,000 for the six months ended 30 June 2024.

Based on the information currently available, the Board is of the view that the expected increase in the profit attributable to owners of the Group for the Review Period was mainly due to the following:

1. The Group continued to optimise its restaurant network during the Review Period. By opening new stores and carrying out store renovations, the Group was committed to enhancing customers' dining experience. During the Review Period, the Group established a new brand, achieved a net increase of six stores, and completed renovations of a total of seven stores. In addition, the Group continued to develop and create diversified brands to bolster its growth in revenue.

2. The Group continued to adhere to prudent financial management policies and strict cost control measures, including taking a prudent approach when selecting new store locations, negotiating with the landlords and the suppliers for the most favourable terms, as well as actively streamlining its operating procedures and optimising its corporate structure, so as to improve its production and operating efficiency. During the Review Period, the decrease in manpower costs and rental expenses as a percentage of revenue, compared to the same period last year, led to an increase in the profits of the Group.

The Group will maintain its strict capital management policy to ensure a stable cash flow and a sound cash position. Meanwhile, with the Group's efforts in continuous innovation of brands, increasing promotion, enhancing exposure and recognition of its brands to expand its customer base and to achieve higher turnover, as well as staff training and technology application to further strengthen its core competitive edge, the Board has full confidence in the future development of the Group.

The Company is still in the process of preparing and finalising the Group's interim results for the Review Period. All information contained in this announcement is only based on a preliminary review of the information currently available and the unaudited consolidated management accounts of the Group for the Review Period, which have not been reviewed by the Company's auditors nor by the audit committee of the Company, and are subject to adjustments. Shareholders and potential investors are advised to read carefully the Company's interim results announcement, which is expected to be published by the end of August 2025.

Shareholders and potential investors are reminded not to place undue reliance on such information and to exercise caution when dealing in the shares of the Company.

By Order of the Board
Tai Hing Group Holdings Limited
Chan Wing On
Chairman

Hong Kong, 11 August 2025

As at the date of this announcement, the Board comprises:

Executive Directors
Mr. Chan Wing On (Chairman), Mr. Yuen Chi Ming, Ms. Chan Shuk Fong and Mr. Chan Ka Keung

Non-Executive Director
Mr. Ho Ping Kee

Independent Non-Executive Directors
Mr. Mak Ping Leung (alias: Mak Wah Cheung), Mr. Wong Shiu Hoi Peter and Dr. Sat Chui Wan