

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Dynasty Fine Wines Group Limited

王朝酒業集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00828)

PROFIT ALERT

This announcement is made by Dynasty Fine Wines Group Limited (the “**Company**”, which together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited 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).

Based on the preliminary review of the draft unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and information currently available to the Board, the board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an unaudited consolidated profit for the six months ended 30 June 2025 in the range of approximately HK\$7.4 million to HK\$9.3 million, representing a decrease of approximately 50% to 60%, as compared to the unaudited consolidated profit attributable to owners of the Company of approximately HK\$18.5 million for the same period in 2024.

The Board is of the view that the decrease in profit was primarily due to i) reduction in operating profit from a moderate decrease in sales revenue amid the impact of macroeconomy, as well as fluctuation in consumption market in the PRC; and ii) increase in marketing and promotion expenses during the period ended 30 June 2025. The Group has been closely monitoring the market conditions and adjusted its business strategies to minimize the adverse impact on the operations. The Group has also strengthened cost control and adopted appropriate measures in a timely manner.

The information contained in this announcement is only based on the preliminary review of the draft unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and the information currently available to the Group, which have not been reviewed and approved by the Company’s audit committee and auditor.

As the Group’s consolidated results for the six months ended 30 June 2025 have not been finalized, the Board is not in a position to quantify accurately the relevant financial effect at this stage. The actual results of the Group for the six months ended 30 June 2025 may be different from what is disclosed herein.

Shareholders and potential investors of the Company should refer to the results announcement of the Company for the six months ended 30 June 2025 for the details of the performance of the Group, which is expected to be issued by the end of August 2025.

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

By order of the Board
DYNASTY FINE WINES GROUP LIMITED
Wan Shoupeng
Chairman

Hong Kong, 19 August 2025

As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Wan Shoupeng, Mr. He Chongfu and Mr. Huang Manyou, two non-executive Directors, namely, Ms. Sophie Phe and Mr. Alain Jacques Gilbert Li, and three independent non-executive Directors, namely, Mr. Yeung Ting Lap Derek Emory, Mr. Sun David Lee and Ms. Chung Wai Hang.