eSun Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 571)

PROFIT ALERT – REDUCTION IN LOSS

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform Shareholders and potential investors that, based on the preliminary unaudited consolidated management accounts of the Group, the consolidated loss attributable to owners of the Company for the year ended 31 July 2025 is expected to decrease by not less than 95% as compared to that for the year ended 31 July 2024 of approximately HK$510.9 million, which was primarily due to (i) reversal of impairment of right-of-use assets and property, plant and equipment during the year under review whereas significant impairment losses have been provided to these assets in previous financial year; (ii) decrease in depreciation of right-of-use assets and property, plant and equipment as a result of the impairment losses provided for these assets in previous financial year; and (iii) increase in gain on modification of leases upon successful negotiation with landlords for rent concessions and rent restructuring, during the Year.

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

This announcement is made by eSun Holdings Limited ("**Company**", and together with its subsidiaries, "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong) ("**SFO**").

The Company acts as an investment holding company and the principal activities of its subsidiaries include the production and distribution of films and TV programs, music production and publishing, management and production of concerts, artiste management and cinema operation.

Based on the preliminary unaudited consolidated management accounts of the Group for the year ended 31 July 2025 ("**Year**"), the board of directors of the Company ("**Board**") wishes to inform shareholders of the Company ("**Shareholders**") and potential investors that the consolidated loss attributable to owners of the Company for the Year is expected to decrease by not less than 95% as compared to that for the year ended 31 July 2024 of approximately HK$510.9 million.

The expected decrease in the consolidated loss for the Year was primarily due to (i) reversal of impairment of right-of-use assets and property, plant and equipment during the year under review whereas significant impairment losses have been provided to these assets in previous financial year; (ii) decrease in depreciation of right-of-use assets and property, plant and equipment as a result of the impairment losses provided for these assets in previous financial year; and (iii) increase in gain on modification of leases upon successful negotiation with landlords for rent concessions and rent restructuring, during the Year.

The information contained in this announcement is only based on the preliminary assessment by the Group's management according to the information that is currently available. The Company is preparing its full year results which are subject to further review and assessment by the Company's audit committee, the Board and the independent auditor of the Company; and the audited annual results of the Group for the Year are expected to be published on 21 October 2025.

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

By order of the Board
eSun Holdings Limited
Yang Yiu Chong, Ronald Jeffrey
Executive Director and
Chief Executive Officer

Hong Kong, 14 October 2025

As at the date of this announcement, the Board comprises three Executive Directors, namely Messrs. Yang Yiu Chong, Ronald Jeffrey (Chief Executive Officer), Cheung Sum, Sam (Group Chief Financial Officer) and Lam Hau Yin, Lester (also alternate to Madam U Po Chu); one Non-executive Director, namely Madam U Po Chu; and five Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David, Poon Kwok Hing, Albert and Alfred Donald Yap and Dr. Ng Lai Man, Carmen.