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大麦娱乐

Damai Entertainment Holdings Limited
大麥娛樂控股有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 1060)

PROFIT ALERT

This announcement is made by Damai Entertainment Holdings Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and 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 of the Company (the "Directors") wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available to the Board, it is expected that the net profit attributable to owners of the Company for the six months ended September 30, 2025 will be no less than RMB500 million, as compared with the net profit attributable to owners of the Company of approximately RMB337 million for the six months ended September 30, 2024.

The increase in aforementioned net profit was mainly attributable to the followings factors:

(i) the Group's Alifish business has demonstrated outstanding performance, with both revenue and profit recording strong year-on-year growth; and

(ii) the Group's asset structure has become more robust, with a further reduction in the risk exposure of its investment portfolio, leading to a year-on-year decrease in investment losses.

The Group, with sufficient cash reserves, will expand its presence across diverse entertainment sectors. From a medium-to-long-term perspective, the Group anticipates sustained and healthy growth in its core business operations.

The information contained in this announcement is provided only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group and other information currently available to the Board. Such information has not been reviewed by the auditors or the audit committee of the Company. As the Company is still in the process of finalizing its interim results for the six months ended September 30, 2025 (the "Interim Results"), the actual Interim Results may differ from the information disclosed in this announcement.

Further details of the Interim Results will be provided in the Company's interim results announcement which is expected to be published in mid-November of 2025.

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

By order of the Board
Damai Entertainment Holdings Limited
Fan Luyuan
Chairman & Chief Executive Officer

Hong Kong, November 6, 2025

As of the date of this announcement, the Board comprises Mr. Fan Luyuan, Mr. Li Jie and Mr. Meng Jun, being the executive Directors; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive Directors.