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Sterling Group Holdings Limited

美臻集團控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1825)

PROFIT WARNING

This announcement is made by Sterling Group Holdings Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provision (as defined in 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 “**Directors**”) of the Company wishes to inform its shareholders and potential investors that, based on its preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 September 2025 (the “**Period**”), the Group is expected to record a consolidated net loss ranging from approximately HK\$7.2 million to HK\$8.0 million for the Period as compared with a consolidated net profit of approximately HK\$3.2 million for the six months ended 30 September 2024.

The change from the consolidated net profit for the six months ended 30 September 2024 to the consolidated net loss for the Period of the Group was mainly because of the decrease in sales and gross profit of the Group as a result of the conservative purchases from the Group’s customers during the Period in view of the uncertain global trade environment and the fierce competition in the apparel industry.

As at the date of this announcement, the Company is still in the process of finalising the unaudited consolidated interim results of the Group for the Period. The information in this announcement is only based on a preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Period and the information currently available to the Board, which have not been confirmed or finalised by the audit committee of the Board and may therefore be subject to revisions and adjustments.

Shareholders and potential investors are advised to read carefully the unaudited financial information of the Group for the Period in the interim results announcement of the Company, which is expected to be published by the end of November 2025 in accordance with the Listing Rules.

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
Sterling Group Holdings Limited
美臻集團控股有限公司*
Wong Mei Wai Alice
*Chairperson, Executive Director
and Chief Executive Officer*

Hong Kong, 26 November 2025

As at the date of this announcement, Ms. Wong Mei Wai Alice is the executive Director and Chairperson, Mr. Siu Yik Ming, Mr. Yang Lun and Ms. Zhang Man are the executive Directors; and Ms. Chen Jie, Ms. Gao Yuan Yuan and Ms. Wu Jing are the independent non-executive Directors.

** For identification purpose only*