易生活控股有限公司
Elife Holdings Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 223)

POSITIVE PROFIT ALERT

This announcement is made by Elife 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 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 is delighted to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary review on the Group's consolidated management accounts for the six months ended 30 September 2025 (the "**Current Period**"), the Group expects to record a profit attributable to owners of the Company for the Current Period of approximately HK$4.4 million as compared to a loss attributable to owners of the Company for the six months ended 30 September 2024 (the "**Last Period**") of approximately HK$69.9 million.

The turnaround result for the Current Period was mainly attributable to (i) a one-off disposal loss of Admiral Glory Global Limited of approximately HK$40.7 million recognized during the Last Period which is of non-recurring in nature; and (ii) a net gain on reversal of net allowance for expected credit losses ("**ECL**") on trade and other receivables of approximately HK$7.3 million during the Current Period due to significant efforts made by management in improving the collection of trade receivables, comparing to a net loss on net allowance for ECL of HK$20.3 million for the Last Period.

Despite the turnaround in profit attributable to owners of the Company, the revenue of the Group dropped from approximately HK$119.5 million for the Last Period to approximately HK$60.9 million for the Current Period, which was primarily due to a decrease in the revenue generated from the supply chain business as a result of the suspension of trading of shares of the Company and the direction of resources towards the resumption of trading.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the unaudited consolidated management account of the Group for the six months ended 30 September 2025 and other information currently available to the Group and is not based on any financial data or information that have been audited or reviewed by the auditors of the Company. Shareholders and potential investors are advised to read carefully the interim results of the Company which is expected to be published on 28 November 2025.

IMPLICATIONS UNDER THE TAKEOVERS CODE

References are made to the announcements issued by China Innovation Investment Limited (the "**Offeror**") dated 14 May 2025, 4 June 2025, 3 July 2025, 1 August 2025, 20 August 2025, 19 September 2025, 8 October 2025, 28 October 2025 and 4 November 2025, the offer document of the Offeror dated 4 November 2025 in relation to, among other things, the pre-conditional voluntary cash partial offer to be made by Mango Financial Limited for and on behalf of the Offeror to acquire 180,000,000 shares of the Company (other than those already owned by the Offeror and parties acting in concert with it) (the "**Partial Offer**") and the response document issued by the Company dated 18 November 2025 in relation to the Partial Offer.

The positive profit alert included in this announcement (the "**Positive Profit Alert**") constitutes a profit forecast under Rule 10 of The Code on Takeovers and Mergers of Hong Kong (the "**Takeovers Code**") and should be reported on by the Company's financial adviser and auditors in accordance with Rule 10 of the Takeovers Code. In view of the requirements of timely disclosures of the inside information under Rule 13.09 of the Listing Rules and the Inside Information Provisions, the Company is required to issue this announcement as soon as practicable and given the time constraints, the Company has encountered genuine practical difficulties (time-wise or otherwise) in meeting the reporting requirements set out in Rule 10 of the Takeovers Code.

Under Rule 10 and Practice Note 2 of the Takeovers Code, if a profit forecast is made during an offer period and is first published in an announcement, it must be repeated in full, together with the reports from the Company's financial advisers and auditors on the said profit forecast, in the next document to be sent to the shareholders by the Company (the "**Shareholders' Document**").

As the unaudited interim results announcement of the Company for the six months ended 30 September 2025 is expected to be published on 28 November 2025, which is envisaged to be prior to the despatch of the next Shareholders' Document to be sent to the Shareholders, the requirement of Rule 10 of the Takeovers Code to report on this announcement in relation to the Positive Profit Alert is expected to be superseded by the publication of the unaudited interim results of the Company, and hence the requirements to report on the Positive Profit Alert under Rule 10 of the Takeovers Code will no longer apply.

WARNING:

The Company would like to draw the attention of the Shareholders and potential investors of the Company that the Positive Profit Alert does not meet the standard required by Rule 10 of the Takeovers Code and has not been reported on in accordance with the Takeovers Code, and thus they are advised to exercise caution in placing reliance on the Positive Profit Alert and in assessing the merits/demerits of the Partial Offer in dealing with the securities of the Company.

Persons who are in doubt as to the action they should take should consult their licensed securities dealers or registered institutions in securities, bank managers, solicitors, professional accountants or other professional advisers. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Elife Holdings Limited
Zhao Zhenzhong
Executive Director

Hong Kong, 27 November 2025

As at the date of this announcement, the Board comprises of Mr. Zhao Zhenzhong, Mr. Guo Wei, Ms. Qin Jiali, Ms. Tan Xin and Mr. Zhang Zhilin, as the executive Directors and Mr. Lin Qiu Cheng, Mr. Wang Anxin and Mr. Wu Kwok Choi, Chris as the independent non-executive Directors.

All the Directors jointly and severally accept fully responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.