SY HOLDINGS GROUP LIMITED
盛 業 控 股 集 團 有 限 公 司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6069)

POSITIVE PROFIT ALERT

This announcement is made by SY Holdings Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of the 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 of directors of the Company (the "**Board**") is pleased to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the information currently available to the Company and the preliminary assessment of the unaudited consolidated management accounts of the Company for the year ended 31 December 2025, it is expected that the profit of the Company for the year ended 31 December 2025 will record an increase of over 20% as compared with that for the year ended 31 December 2024. The expected increase is mainly attributable to:

ACCELERATED GROWTH IN PLATFORM-BASED TECHNOLOGY SERVICES

1) **Growth in Platform Business Scale:** With the deepening of business practices and the accumulation of data assets, the Group has continuously optimized its data-driven "transaction-focused, entity-light" risk control model. Significant results have been achieved in terms of operational efficiency, cost control, and customer experience, which have not only enhanced customer stickiness and corporate competitive barriers but also promoted the improvement of the Group's capabilities in acquiring industrial resources and data. Driven by this virtuous cycle, the Group has achieved sustained growth and maintained a leading position in the industry. As of 31 December 2025, the cumulative number of customers served by the Group exceeded 23,000, reflecting a year-on-year growth of over 27%. The Group's cumulative intelligent facilitation business scale exceeded RMB332 billion, representing a year-on-year increase of over 33%. In particular, small, medium, and micro enterprises (the "**SMEs**") accounted for over 96% of the total customers, and the Group has cumulatively reduced funding costs for SMEs customers by over RMB3 billion.

2) **Increased Proportion of Revenue from Platform-based Technology Service:** Through its self-developed AI Agent, the "SY Cloud Platform", and supported by the deep linkage of industrial ecosystems and data, the Group has promoted the rapid replication of platform-based technology service capabilities in new tracks, helping more SMEs along the supply chain to reduce costs, increase efficiency, and expand markets. As of 31 December 2025, the "SY Cloud Platform" has established system linkages with 17 core enterprises. The proportion of the Group's platform-based technology facilitation business exceeded 87%, and revenue from platform-based technology services increased by over 35%. The "Asset-light, Platform-based" development model has become key to the accelerated growth of performance.

INNOVATIVE BUSINESSES OUTPERFORM EXPECTATIONS

1) **Robust Growth in E-commerce Sector:** The Group's e-commerce coverage and business growth have both exceeded expectations. The Group has completed business coverage of 6 major leading e-commerce platforms, namely Douyin, Shein, Shopee, Kuaishou, WeChat Video Channel, and Dewu. At the same time, the introduction of Be Friends Holdings Limited (Stock Code: 1450.HK) as a strategic investor has further accelerated the connection with the live-streaming e-commerce industry ecosystem. Leveraging its own AI applications and platform linkage capabilities, the Group has deeply embedded digital services into the ecosystem of each e-commence platform. By leveraging their dynamic operational data and "shipped and pending settlement" orders, e-commerce merchants can efficiently address service needs across critical stages, including handling order surges, procurement and restocking, as well as marketing and traffic acquisition. As of 31 December 2025, the Group's cumulative business scale in e-commerce sector exceeded RMB6 billion, representing an increase of over 4.4 times compared to the same period last year.

2) **Breakthrough in Overseas Expansion Services:** Relying on Singapore's geographical advantages and the resources of strategic shareholders in Southeast Asia, the Group actively practices the corporate mission and vision of "Empowering Chinese SMEs to reshape the global supply chain." The Company has established an international headquarters in Singapore and formed a professional team to focus on serving the overseas expansion needs of Chinese brands in fields such as robotics and electric vehicle (the "**EV**"), providing one-stop solutions covering logistics, warehousing, customs clearance, and order matching. As of 31 December 2025, the Group has entered into strategic partnerships with nearly 10 robotics companies planning for listing, and established a collaborative partnership with Carro, the largest online used car platform in Southeast Asia, joining hands to support EV brands such as Zeekr in expanding into overseas markets.

3) **Accelerated Commercialization of AI Applications:** The "SY Cloud Platform" deeply integrates mainstream open-source large language models such as DeepSeek, Qwen, and Doubao. Combining its own resource advantages in algorithms, computing power, and data, the Group has formed professional AI service capabilities in key links of supply chain management, thereby matching optimal solutions for our customers. For example, relying on data linkages with multiple e-commerce platforms, the Group uses AI applications to effectively analyze market and consumer data, providing precise decision support for e-commerce sellers in links such as product selection, sales, inventory, and stocking. As of 31 December 2025, the Group has not only increased the per capita business processing scale by over 40% with the aid of AI applications but also achieved AI service contract income of over RMB17 million.

The Group is an "AI + Industrial Supply Chain" digital intelligence technology company. While deepening its presence in national pillar industries such as infrastructure, pharmaceuticals, and commodities, the Group is actively expanding into strategic emerging sectors including e-commerce and robotics. Through the "SY Cloud Platform", an AI-driven industrial intelligent agent independently developed by the Group, it empowers SMEs to achieve sustainable growth. Since its establishment, the Group has remained profitable for twelve consecutive years and maintained steady growth. The Board remains confident in the stability of the business prospects. In addition, the Company has committed to maintaining a dividend payout ratio of not less than 90% for the years 2024-2026, providing a solid foundation for further rewarding Shareholders in the future. Achieving positive profit during this period fully demonstrates the sustainability of the Group's platform-based strategy. It also underscores the Group's active role in fostering ecosystem synergy. Looking ahead, the Group will continue to increase investment in AI and supply chain ecosystem data docking, further enhance AI application capabilities, continuously support the high-quality development of the real economy, and provide more efficient and flexible supply chain technology services for SME customers.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the information currently available to the Board, and all information is still subject to review and audit by the Company's auditors and internal review. In addition, the information in this announcement is not based on any figures or information that have been reviewed or approved by the audit committee of the Board. The Company is still finalizing the financial results of the Group for the year ended 31 December 2025, and such results may be subject to adjustment upon further review. Shareholders and potential investors are advised to read the financial results for the year ended 31 December 2025, which are expected to be published in March 2026.

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
SY Holdings Group Limited
Tung Chi Fung
Chairman

Hong Kong, 30 January, 2026

As at the date of this announcement, the Board comprises two Executive Directors: Mr. Tung Chi Fung and Ms. Wang Ying; one Non-Executive Director: Mr. Lo Wai Hung; and three Independent Non-Executive Directors: Mr. Tang King San Terence, Ms. Chan Yuk Ying Phyllis and Mr. Sun Wei Yung Kevin.

If there is any inconsistency in this announcement between the Chinese and English versions, the English version shall prevail.