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eSun Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 571)

POSITIVE PROFIT ALERT

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 Group is expected to record a consolidated profit attributable to the owners of the Company for the six months ended 31 January 2026 within the range of HK$9 million to HK$10 million, as compared to a consolidated loss of approximately HK$43 million for the six months ended 31 January 2025. The expected turnaround from loss to profit was primarily attributed to operational and administrative cost control measures implemented by the Group, coupled with lower-than-anticipated production costs for entertainment events, partially offset by the losses from the Group's film investments, during the Period under review.

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 six months ended 31 January 2026 ("**Period**"), the board of directors of the Company ("**Board**") wishes to inform shareholders of the Company ("**Shareholders**") and potential investors that the Group is expected to record a consolidated profit attributable to the owners of the Company for the Period within the range of HK$9 million to HK$10 million, as compared to a consolidated loss of approximately HK$43 million for the six months ended 31 January 2025.

The expected turnaround from loss to profit was primarily attributed to operational and administrative cost control measures implemented by the Group, coupled with lower-than-anticipated production costs for entertainment events, partially offset by the losses from the Group's film investments, during the Period under review.

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 and the preliminary unaudited consolidated management accounts of the Group for the Period which have not yet been reviewed by the Company's audit committee. The unaudited interim results of the Group for the Period are expected to be published on 24 March 2026.

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, 13 March 2026

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.