茶百道

Sichuan Baicha Baidao Industrial Co., Ltd.
四川百茶百道實業股份有限公司
(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 2555)

POSITIVE PROFIT ALERT

This announcement is made by Sichuan Baicha Baidao Industrial Co., Ltd. (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 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 (the "**Board**") of the Company would like to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the "**Year 2025**") and the information currently available, it is expected that: (i) the Group will record an adjusted net profit[1] within a range from approximately RMB792 million to RMB852 million in the Year 2025, representing an increase of between 22.79% and 32.09% compared with the adjusted net profit of approximately RMB645 million for the year ended 31 December 2024 (the "**Year 2024**"); and (ii) the Group will record a net profit within a range from approximately RMB780 million to RMB840 million in the Year 2025, representing an increase of between 62.50% and 75.00% compared with the net profit of approximately RMB480 million in the Year 2024.

Based on the information currently available to the Board, the Board is of the view that the main reasons for the aforesaid increase in the adjusted net profit was primarily driven by the sustained improvement in the Group's core operating performance. During the Year 2025, the Group continued to optimize the quality of its store network, steadily advanced product research, development and innovation, and expanded its product offerings across multiple categories, which drove the improvement in single-store operating performance and the continual expansion of the store network. Coupled with optimized product mix, enhanced supply chain efficiency and refined expense management, the Group's overall profitability further improved.

1 The Board wishes to highlight that the "adjusted net profit" is not defined under the International Financial Reporting Standards (IFRS). It is defined by the Group as the net profit adjusted by adding back (i) listing expenses charged in profit or loss; (ii) equity-settled share-based payment expenses; and (iii) loss on fair value change of redeemable shares with other preferential rights (collectively, the "**Adjusted Items**"). The Company believes that this non-IFRS measure eliminates the potential impact of the non-operating Adjusted Items that are not indicative of the actual operating performance of the Group, and facilitates the comparison of operating performance from period to period.

As of the date of this announcement, the Group is still in the process of finalizing the results for the Year 2025. The Board wishes to point out that the information contained in this announcement is only based on the Company's preliminary assessment of the information currently available to the Group, which has not been audited or reviewed by the Company's auditors and has not been reviewed by the audit committee of the Board. The results for the Year 2025 of the Group may be subject to further adjustment and confirmation, which may differ from those disclosed in this announcement. Shareholders and potential investors are advised to refer to the Group's results announcement for the Year 2025 to be published by the end of March 2026.

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

By order of the Board
Sichuan Baicha Baidao Industrial Co., Ltd.
Mr. WANG Xiaokun
Executive Director and Chairman of the Board

Chengdu, the PRC, 13 March 2026

As at the date of this announcement, the Board comprises Mr. Wang Xiaokun, Mr. Wang Hongxue, Ms. Dai Li and Mr. Chen Keyuan as executive directors; Dr. Chen Da as a non-executive director; and Mr. Yeung Chi Tat, Dr. Tang Yong and Ms. Cheng Li as independent non-executive directors.