XIAMEN JIHONG CO., LTD
廈門吉宏科技股份有限公司

(a joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 2603)

ESTIMATED RESULTS FOR THE FIRST HALF OF 2026

This announcement is made by Xiamen Jihong Co., Ltd. (the "**Company**") pursuant to Rules 13.09(2) and 13.10B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

I. ESTIMATED RESULTS FOR THE REPORTING PERIOD

(i) Period of the estimated results

From January 1, 2026 to June 30, 2026 (the "**Reporting Period**")

(ii) Estimated results

The estimated net profit is positive and represents a period-on-period increase

<table>
<tr><th>Items</th><th>During the Reporting Period (RMB)</th><th>Corresponding period of last year (RMB)</th></tr>
<tr><td rowspan="2">Net profit</td><td>Earnings:
226.5908 million – 250.2202 million</td><td rowspan="2">Earnings:
136.6347 million</td></tr>
<tr><td>Increase as compared to the corresponding period of last year: 65.84% – 83.13%</td></tr>
<tr><td rowspan="2">Net profit attributable to the shareholders of the listed company</td><td>Earnings:
153.5908 million – 177.2202 million</td><td rowspan="2">Earnings:
118.1468 million</td></tr>
<tr><td>Increase as compared to the corresponding period of last year: 30.00% – 50.00%</td></tr>
</table>

Items	During the Reporting Period (RMB)	Corresponding period of last year (RMB)
Net profit after deduction of non-recurring gains and losses	Earnings: 148.0708 million – 171.7002 million	Earnings: 113.2759 million
	Increase as compared to the corresponding period of last year: 30.72% – 51.58%	
Basic earnings per share	Earnings: 0.35 per share – 0.40 per share	Earnings: 0.30 per share

II. COMMUNICATION WITH THE ACCOUNTING FIRM

The financial data in this estimated results announcement has not been audited by the accounting firm.

III. REASONS FOR THE CHANGE IN THE RESULTS

During the Reporting Period, the growth in both revenue and profit of the Company was primarily attributable to the following factors:

1. Cross-border Social E-commerce Business

During the Reporting Period, while consolidating its established presence in core markets such as Southeast Asia and Northeast Asia, the Company's cross-border social e-commerce business actively expanded into regions such as Europe. Through the partner program, the Company continuously exported its mature operational capabilities, resulting in the continuous expansion of its overall revenue scale; relying on its digital advantages across the entire industry chain, the Company achieved deep integration between the data accumulated in its business systems and mainstream overseas social network platforms, driving the self-evolution of the models in training and application, thereby continuously improving delivery conversion rates and reducing the proportion of marketing and advertising expenses to revenue; intelligent operations enhanced management efficiency, and the improvement in per capita efficiency diluted unit costs, leading to enhanced profitability and driving the steady growth of the overall operations of the cross-border social e-commerce business, with the estimated net profit of the cross-border social e-commerce business in the first half of 2026 expected to increase by 140% to 160% period-on-period, and the net profit attributable to the shareholders of the listed company expected to increase by 70% to 90% period-on-period.

2. Packaging Business

During the Reporting Period, the rising prices of packaging raw materials led to an increase in costs, and market competition intensified, resulting in an industry-wide competitive situation of "trading price for volume". At the same time, the Company's newly built packaging production bases both domestic and overseas were still in the construction and trial production stage during the Reporting Period, which led to continuous investment and a corresponding increase in operating costs, resulting in a decline in the net profit of the packaging business. Subsequently, with the gradual release of new production capacity, the profitability of the packaging business will improve.

IV. OTHER RELEVANT EXPLANATIONS

The estimated results disclosed in this announcement are the preliminary estimates made by the finance department of the Company and have not been audited by the certified accountant. The specific financial data shall be subject to the disclosure in the 2026 interim report of the Company. Investors are advised to make cautious decision and pay attention to the investment risks involved.

By order of the Board
Xiamen Jihong Co., Ltd
Ms. ZHUANG Hao
Executive Director and Chairwoman

Hong Kong, July 9, 2026

As at the date of this announcement, the Board of Directors comprises of Ms. ZHUANG Hao as the chairwoman of the Board of Directors and executive Director; Mr. ZHANG Heping, Mr. ZHUANG Shu, and Mr. LU Tashan as executive Directors; Ms. BAI Xueting as employee representative Director; and Dr. ZHANG Guoqing, Professor Alfred SIT Wing Hang, Mr. TANG Yi Hoi, and Mr. CAI Qinghui as independent non-executive Directors.