CAROTE LTD

卡 羅 特（商 業）有 限 公 司

(an exempted company incorporated in the Cayman Islands with limited liability)

(Stock Code: 2549)

INSIDE INFORMATION
POSITIVE PROFIT ALERT

This announcement is made by Carote 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 in 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**") wishes to inform the shareholders and potential investors of the Company that, based on the Board's preliminary review of the unaudited consolidated management accounts of the Group and other information currently available, for the six months ended June 30, 2026 (the "**Reporting Period**"), the Group is expected to record an increase of approximately 30% to 35% in both revenue and net profit as compared with the corresponding period of 2025.

The expected increase in revenue and net profit for the Reporting Period is primarily driven by the following factors:

(1) continued optimisation of the Group's channel structure, including deepening engagement with high-quality channels, expanding into new channels, and scaling back inefficient channels, thereby concentrating resources on high-efficiency channels; and

(2) continuous improvements in the Group's product structure and operational efficiency, with key product categories and new products performing well while refined operations and organisational management are driving rapid sales growth.

The Company is still in the process of finalizing the interim results of the Group for the Reporting Period. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Reporting Period and information currently available, which have not been audited or reviewed by the Company's auditors or the audit committee of the Board, and may be subject to adjustments. Details of the Group's interim results will be disclosed in the interim results announcement of the Group for the Reporting Period, which is expected to be published by the end of August 2026.

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

By order of the Board
CAROTE LTD
卡羅特(商業)有限公司
Mr. ZHANG Guodong
Chairman of the Board

Hangzhou, the PRC
July 16, 2026

As at the date of this announcement, the directors are: Mr. ZHANG Guodong, Ms. LYU Yili and Mr. XIA Chenhao as executive directors and Ms. YEUNG Shuet Fan Pamela, Dr. CHAN Tin Wai David and Mr. SHI Zhoufeng as independent non-executive directors.