BExcellent Group Holdings Limited
精英匯集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1775)

POSITIVE PROFIT ALERT

This announcement is made by BExcellent Group Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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 wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the information currently available to management of the Company and a preliminary review and assessment of the Group's latest unaudited consolidated management accounts for the ten months ended 31 May 2026 (the "**Management Accounts**"), the unaudited consolidated profit attributable to the owners of the Company for the ten months ended 31 May 2026 is approximately HK$12.9 million as compared to a loss attributable to owners of the Company of approximately HK$11.2 million for the ten months ended 31 May 2025, representing a turnaround of approximately HK$24.1 million. The loss for the ten months ended 31 May 2025 was primarily attributable to (i) a significant expansion of our professional teaching and administrative team to enhance educational quality and operational capacity, which led to increased staff-related costs; (ii) significant investment in research and development for proprietary curriculum and bespoke learning materials of international curricula and assessments to ensure academic excellence and a competitive edge; (iii) considerable expenditures in targeted marketing to strengthen our brand and deepen market penetration in Chinese Mainland; and (iv) losses on disposal of financial assets at fair value through profit or loss.

Building on the positive momentum reported in our interim results for the six months ended 31 January 2026, the Group has sustained its revenue growth trajectory and continued to deliver positive operational performance during the subsequent four-month period. The primary reasons for the turnaround to profit for the ten months ended 31 May 2026 were the continuation of strong operational traction and revenue growth gradually being realized from the foundational investments made in prior periods. Key contributors include (i) a prominent increase in student enrolments in our partner schools that demand our school services in Chinese Mainland, reflecting the sustained demand for HKDSE-related education services; (ii) robust growth in revenue from our ancillary education services and products; and (iii) further revenue contribution from our private secondary day schools as well as the private supplementary secondary school education services during the four months ended 31 May 2026. This performance demonstrates the successful scaling of our operations and the effective monetization of our enhanced teaching resources and program offerings, consistent with the trends observed in the first half of the financial year ending 31 July 2026.

Seasonal Factors and Outlook for the Remainder of the Financial Year

The Board wishes to draw attention to the seasonal nature of the Group's operations. A significant portion of our students are graduating Secondary 6 students whose courses typically conclude in March prior to the public examinations. In addition, other senior form students typically scale back their enrolment and studies with us towards the end of the academic term. As a result, revenue generated during June and July is usually lower and may generally not be sufficient to cover operating costs, leading to operating losses and net cash outflows in these months.

Accordingly, notwithstanding the profit recorded for the ten months ended 31 May 2026, the Board expects that the Group will likely record operating losses in June and July 2026, which may adversely affect the full-year results for the year ending 31 July 2026. That said, the Company is still in the process of assessment and does not currently have an estimate of the full-year profit or loss, and Shareholders and potential investors should not regard the results for the ten months ended 31 May 2026 as indicative of the results for the full financial year.

As the Company has not started preparing final results of the Group for the year ending 31 July 2026, the information contained in this announcement is only based on management's preliminary review and assessment of the Management Accounts which have not been reviewed by the Company's auditor or the audit committee of the Board of the Company and therefore, may be subject to adjustment. The Company expects to announce its audited annual results for the year ending 31 July 2026 in October 2026 in accordance with the Listing Rules.

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

By order of the Board
BExcellent Group Holdings Limited
Leung Ho Ki, June
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 22 July 2026

As at the date of this announcement, the Company's executive directors are Ms. Leung Ho Ki, June (Chairman & Chief Executive Officer), Mr. Tam Wai Lung, Mr. Chan Tsz Ying, Wister and Mr. Li Man Wai; and the Company's independent non-executive directors are Mr. Kwan Chi Hong, Mr. Li Kai Sing, and Mr. Tai Kwok Leung, Alexander.