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AUNTEA JENNY
沪上阿姨

Auntea Jenny (Shanghai) Industrial Co., Ltd.
滬上阿姨(上海)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: 02589)

POSITIVE PROFIT ALERT

This announcement is made by the board of directors (the "**Board**") of Auntea Jenny (Shanghai) Industrial Co., Ltd. (the "**Company**" and together with its subsidiaries, the "**Group**") in accordance with 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 wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2026 (the "**Reporting Period**") and other available information, the Group is expected to record a profit for the period ranging from approximately RMB304 million to RMB325 million for the Reporting Period, representing an increase of approximately 50% to 60% compared to the profit for the period of RMB203 million for the same period last year. The Group is expected to record an adjusted profit for the period (a non-IFRS Accounting Standards measure)[Note] of approximately RMB331 million to RMB356 million for the Reporting Period, representing an increase of approximately 36% to 46% compared to the adjusted profit for the period of RMB244 million for the same period last year.

The Board believes that the aforesaid expected growth in results is mainly attributable to the Group's continuous and steadfast implementation of its multi-brand strategy, pursuant to which the Group leveraged differentiated brand positioning to steadily expand its store network. In addition, the Group remained committed to a consumer-centric focus by continuously enriching its product portfolio, broadening consumption scenarios and launching new products well recognized by the market, thereby driving revenue growth. Meanwhile, the Group continued to deepen its refined operational management, which, coupled with the economies of scale from business expansion, further improved its overall profitability.

Note:

The Group defines adjusted profit for the period (a non-IFRS Accounting Standards measure) as the amount after excluding the effects of the following items: (i) share-based payment expenses; and (ii) listing expenses incurred in connection with the Global Offering.

The Board wishes to emphasize that the adjusted profit for the period is neither an IFRS Accounting Standards measure nor presented in accordance with the IFRS Accounting Standards. The management of the Company believes that the presentation of the non-IFRS Accounting Standards measures, when shown in conjunction with the corresponding IFRS Accounting Standards measures, provides useful information to investors and management regarding the financial and business trends relating to the Group's financial condition and results of operations. The management of the Company also believes that the non-IFRS Accounting Standards measures are useful in evaluating our Group's operating performance. However, the use of the non-IFRS Accounting Standards measures has limitations as an analytical tool. Shareholders and potential investors of the Company should not consider these measures in isolation or as a substitute for analysing the results of operations or financial condition of the Company as reported under IFRS Accounting Standards. In addition, the non-IFRS Accounting Standards measures may be defined differently from similar terms used by other companies and therefore may not be comparable to similar measures presented by other companies.

As at the date of this announcement, the Company is still in the course of finalising the interim results of the Company for the six months ended June 30, 2026. The information contained in this announcement is based on the Board's preliminary review of the unaudited consolidated management accounts of the Group for the Reporting Period, which have not been reviewed or audited by the Company's independent auditor, nor reviewed by the audit committee of the Board. Such financial information is subject to finalisation and necessary adjustments and may differ from the Company's actual interim results for the six months ended June 30, 2026. Further details of the Company's financial information will be included in the Company's announcement of interim results for the six months ended June 30, 2026, which is expected to be published by the end of July 2026.

WARNING: 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
Auntea Jenny (Shanghai) Industrial Co., Ltd.
Mr. Shan Weijun
Chairperson of the Board and Executive Director

Hong Kong, July 24, 2026

As at the date of this announcement, the Board comprises: (i) Mr. Shan Weijun, Ms. Zhou Rongrong, Mr. Zhou Tianmu and Mr. Wang Jiaxing as executive Directors and (ii) Mr. Han Ding-Gwo, Mr. Chung Chong Sun and Ms. Yu Fang Jing as independent non-executive Directors.