WANT WANT CHINA HOLDINGS LIMITED
中國旺旺控股有限公司
(*Incorporated in the Cayman Islands with limited liability*)
(Stock code: 0151)

PROFIT WARNING

This announcement is made by Want Want China Holdings Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(2)(a) 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 (the "Board") of the Company wishes to inform its shareholders (the "Shareholders") and potential investors that, based on information currently available, including the unaudited consolidated management accounts of the Group for the three months ended 30 June 2026, the Group expects to record (i) a decrease in revenue of approximately 6% in the three months ended 30 June 2026 as compared with that of the same period in the previous financial year, primarily due to weakening market sentiment; and (ii) a decrease in profit attributable to equity holders of the Company of approximately 38% in the three months ended 30 June 2026 as compared with that of the same period in the previous financial year, primarily due to the decrease in revenue and an increase in operating expenses. If such trends continue without significant changes, the Company expects its results for the six months ending 30 September 2026 will be negatively affected.

As a continuation of the trends indicated in the Company's Annual Report 2025/2026, since the start of 2026FY (i.e., 1 April 2026), traditional wholesale channels, which accounted for over 50% of the Group's total revenue, have been negatively impacted by a slowdown in sell-through momentum at end points of sale. Distributors experienced operational challenges that put pressure on certain of the Group's main products. As a result, traditional wholesale channels recorded a double-digit decrease in revenue in the three months ended 30 June 2026 as compared with that of the same period in the previous financial year. In the meantime, operating expenses continued to increase by a high single digit in the three months ended 30 June 2026 as compared with that of the same period in the previous financial year, as driven by increases in advertising and promotion expenses and employee expenses in connection with new channels and new products following the establishment of various business units according to product categories. The Group will continue to optimise its internal organisation, and take measures to manage operating expense effectiveness. Meanwhile, the Group will also strengthen its sustainable growth momentum through (i) reviewing and designating products sold through different sales channels, (ii) offering new products with higher profit margins for distributors, together with ancillary measures to help distributors explore and develop the market, and (iii) optimising incentive policies for distributors to motivate distributors and enhance their willingness to sell the Group's products.

The information contained in this announcement represents a preliminary assessment by the Board based on information currently available. The information contained in this announcement has not been reviewed or audited by the Group's external auditors. The actual results of the Group for the six months ending 30 September 2026 may differ from the information disclosed in this announcement.

Shareholders and potential investors of the Company should carefully read the Company's announcement of interim results for the six months ended 30 September 2026, which is expected to be published in November 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
Want Want China Holdings Limited
TSAI Eng-Meng
Chairman

Hong Kong, 26 July 2026

As at the date of this announcement, the executive directors are Mr. TSAI Eng-Meng, Mr. TSAI Shao-Chung, Mr. TSAI Wang-Chia, Mr. HUANG Yung-Sung, Mr. CHU Chi-Wen, Mr. TSAI Ming-Hui and Ms. LAI Hong Yee; the non-executive directors are Mr. MAKI Haruo and Mr. CHENG Wen-Hsien; and the independent non-executive directors are Dr. PEI Kerwei, Mr. HSIEH Tien-Jen, Mr. LEE Kwok Ming, Mr. PAN Chih-Chiang and Mrs. KONG HO Pui King, Stella.