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PU'ER LANCANG ANCIENT TEA CO., LTD.
普洱瀾滄古茶股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 6911)

POSITIVE PROFIT ALERT

This announcement is made by Pu'er Lancang Ancient Tea Co., 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company would like to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary assessment on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 ("**Half-Year 2026**" or the "**Reporting Period**") and the information currently available to the Board, it is expected that the Group will record revenue of approximately RMB155 million to RMB170 million for the Half-Year 2026, representing an increase of approximately 29.70% to 42.25% as compared with the revenue of RMB119.51 million for the six months ended 30 June 2025 (the "**Half-Year 2025**"); meanwhile, the Group is expected to record a net profit attributable to shareholders of the parent company of approximately RMB1.50 million to RMB3 million, achieving a turnaround from loss to profit as compared with a net loss of RMB29.17 million for the Half-Year 2025.

The Board considers that, the increase in revenue and the turnaround from loss to profit in the net profit attributable to shareholders of the parent company for the Half-Year 2026 were mainly due to the following reasons:

(1) Reasons for the increase in revenue: the Company adjusted its business strategies and product portfolio, and recorded revenue growth across all channels, including online, key accounts (KA) and distributor channels, during the Reporting Period;

(2) Reasons for the turnaround from loss to profit: while revenue increased, the management reduced costs and expenses through cost-reduction and efficiency-improvement measures, resulting in a decrease in total expenses during the Reporting Period.

The Board hereby emphasizes that the information contained in this announcement is only based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board and has not been reviewed by the audit committee of the Company and independent auditor of the Company.

The results of the Group for the Half-Year 2026 are expected to be announced by the end of August 2026, which may differ from the information provided in this announcement.

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

By Order of the Board
Pu'er Lancang Ancient Tea Co., Ltd.
Ms. Du Chunyi
Chairlady and Executive Director

Hong Kong, 27 July 2026

As at the date of this announcement, the Board of the Company comprises (i) Ms. Du Chunyi, Mr. Zhou Xinzhong, Ms. Shi Yijing and Mr. Fu Gang as executive directors; (ii) Mr. Liu Jiajie as a non-executive director; and (iii) Ms. Huang Lin, Mr. Tang Zhangliang and Dr. Yang Kequan as independent non-executive directors.