TAI HING GROUP HOLDINGS LIMITED
太興集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6811)

POSITIVE PROFIT ALERT

This announcement is made by Tai Hing Group Holdings Limited (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 of directors of the Company (the "**Board**") wishes to inform shareholders of the Company (the "**Shareholders**") and potential investors that based on the assessment of the latest information currently available to the Board and its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**Review Period**"), the Group is expected to record a profit attributable to owners in the range of approximately HK$72,000,000 to HK$78,000,000 for the Review Period, as compared to the profit attributable to owners of HK$40,813,000 for the six months ended 30 June 2025.

Based on the information currently available, the Board is of the view that the expected increase in the profit attributable to owners of the Group for the Review Period is mainly due to the following:

1. The Group has been focusing on enhancing food and services quality of the restaurants during the Review Period. Overall increase in customer traffic and consumption per person of the core brand stores due to stable food quality and service level, coupled with the Group's membership application, as well as precise marketing and promotion strategies, boosted same-store revenue growth.

2. The Group increased its efforts in driving operating profits of branch stores. In addition to store integration across Hong Kong, Macau and Chinese Mainland, it underwent brands adjustment and revamp, such as introducing new products into different market segments to boost profits. The Group also introduced staff incentive measures during the Review Period to improve the efficiency of the branches, further contributing to overall profitability increase.

During the Review Period, led by the chairman and vice chairman of the Group, the management team and all staff were committed to reforms, particularly on personnel training and the cultivation of a sound corporate culture, so as to ensure that the Group could stand out in the highly competitive catering industry. Meanwhile, the Group stepped up its efforts in applying artificial intelligence (AI) in advertising to promote the increasing exposure of the Group's brands on social media. The Group will continue to maintain sound financial conditions and robust cash flows, with an aim to pave the way for future business development. The Board is confident in the long-term development of the Group.

The Company is still in the process of preparing and finalising the Group's interim results for the Review Period. All information contained in this announcement is only based on a preliminary review of the information currently available and the unaudited consolidated management accounts of the Group for the Review Period, which have not been reviewed by the Company's auditors nor by the audit committee of the Company, and are subject to adjustments. Shareholders and potential investors are advised to read carefully the Company's interim results announcement, which is expected to be published by the end of August 2026.

Shareholders and potential investors are reminded not to place undue reliance on such information and to exercise caution when dealing in the shares of the Company.

By Order of the Board
Tai Hing Group Holdings Limited
Chan Ka Keung
Chairman

Hong Kong, 3 August 2026

As at the date of this announcement, the Board comprises:

Executive Directors
Mr. Chan Ka Keung (Chairman), Ms. Chan Shuk Fong (Vice Chairman), Mr. Yuen Chi Ming and Mr. Ho Siu Fung

Non-Executive Director
Mr. Ho Ping Kee

Independent Non-Executive Directors
Mr. Mak Ping Leung (alias: Mak Wah Cheung), Mr. Wong Shiu Hoi Peter and Dr. Sat Chui Wan