MAGNIFICENT HOTEL INVESTMENTS LIMITED	**SHUN HO PROPERTY INVESTMENTS LIMITED**	**SHUN HO HOLDINGS LIMITED**
華大酒店投資有限公司	**順豪物業投資有限公司**	**順豪控股有限公司**
(Incorporated in Hong Kong with limited liability)	*(Incorporated in Hong Kong with limited liability)*	*(Incorporated in Hong Kong with limited liability)*
(Stock Code: 201)	**(Stock Code: 219)**	**(Stock Code: 253)**

JOINT ANNOUNCEMENT
POSITIVE PROFIT ALERT AND PROFIT ALERT – REDUCTION IN LOSS

This announcement is jointly made by Magnificent Hotel Investments Limited ("**MHI**"), Shun Ho Property Investments Limited ("**SHP**") and Shun Ho Holdings Limited ("**SHH**") (collectively the "**Companies**" and, together with their respective subsidiaries, the "**Groups**") 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The boards of directors (the "**Boards**") of the Companies wish to inform the shareholders of the Companies and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Groups for the six months ended 30 June 2026 ("**2026 Interim Period**") and information currently available, it is expected that the approximate change in net profit of MHI, SHP and SHH for 2026 Interim Period as compared to that for the six months ended 30 June 2025 ("**2025 Interim Period**") is as follows:

POSITIVE PROFIT ALERT

In respect of MHI, the expected net profit after tax attributable to owners of MHI for 2026 Interim Period ranging from approximately HK$13 million to HK$15 million as compared to net loss after taxation attributable to owners of MHI for 2025 Interim Period amounted to approximately HK$15 million, primarily due to i) increase in total revenue of approximately HK$14 million; ii) decrease in other service costs of approximately HK$11 million; and iii) decrease in finance costs of approximately HK$5 million.

PROFIT ALERT – REDUCTION IN LOSS

In respect of SHP, the expected net loss after tax attributable to owners of SHP for 2026 Interim Period ranging from approximately HK$44 million to HK$46 million as compared to net loss after tax attributable to owners of SHP for 2025 Interim Period amounted to approximately HK$138 million. The primary reason for the reduction in loss was due to decrease in fair value of investment properties of approximately HK$68 million for 2026 Interim Period as compared to decrease in fair value of investment properties of approximately HK$155 million for 2025 Interim Period.

PROFIT ALERT – REDUCTION IN LOSS

In respect of SHH, the expected net loss after tax attributable to owners of SHH for 2026 Interim Period ranging from approximately HK$27 million to HK$29 million as compared to net loss after taxation attributable to owners of SHH for 2025 Interim Period amounted to approximately HK$79 million, mainly due to reduction in property revaluation and non-cash depreciation.

The information contained in this announcement is based on the preliminary assessment of the financial information currently available to the Groups. Such information has not been reviewed by the Companies' auditor and therefore may be different from the Interim results finally published. The 2026 Interim results of the Groups are expected to be announced in August 2026.

TAKEOVERS CODE IMPLICATIONS AND PROFIT FORECAST

Reference is made to (i) the announcement dated 10 May 2026 jointly issued by MHI, SHP and SHH in relation to (1) Transfer of shares in Shun Ho Property Investments Limited; (2) Possible off-market Share Buy-back and (3) Proposed Special Dividend; and (ii) the delay in despatch announcements dated 1 June 2026 and 30 June 2026 jointly issued by MHI and SHP (the "**Announcements**"). Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The profit alert in respect of the unaudited results of SHP and MHI for 2026 Interim Period included in this announcement (the "**Profit Alert Statements**") constitute a profit forecast of SHP under Rule 10 of the Takeovers Code and should therefore be reported on by the financial advisers and auditors or accountants of SHP in accordance with Rule 10.4 of the Takeovers Code. In view of the requirements of timely disclosure of inside information under Rule 13.09(2) (a) of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules), SHP is required to issue this announcement as soon as practicable and given the time constraints, SHP has encountered genuine practical difficulties (time-wise or otherwise) in meeting the reporting requirements set out in Rule 10.4 of the Takeovers Code.

Under Rule 10.4 and Practice Note 2 of the Takeovers Code, if a profit forecast is made during an offer period and is first published in an announcement (which is the case of SHP), it must be repeated in full, together with the reports from the financial advisers and auditors of SHP on the said profit forecast, in the next document to be sent to the shareholders by SHP. In this respect, the Profit Alert Statements contained in this announcement shall be reported on in accordance with Rule 10.4 of the Takeovers Code and the relevant reports are proposed to be contained in the circular to be issued by SHP to the SHP Shareholders in accordance with the Takeovers Code, which is expected to be the next document to be sent to the SHP Shareholders by SHP in relation to the Share Buy-back.

WARNING

The Profit Alert Statements in this announcement do not meet the standard required by Rule 10 of the Takeovers Code and have not been reported on in accordance with the Takeovers Code.

Shareholders and potential investors of SHP should exercise caution in placing reliance on the Profit Alert Statements in assessing the merits and demerits of the Share Buy-back.

Shareholders and potential investors of the Companies are advised to exercise caution when dealing in the shares and the other securities of the Companies. Persons who are in doubt about their positions should consult their professional advisers.

By Order of the Board	By Order of the Board	By Order of the Board
Magnificent Hotel Investments Limited	**Shun Ho Property Investments Limited**	**Shun Ho Holdings Limited**
Koo Ching Fan	**Koo Ching Fan**	**Koo Ching Fan**
Company Secretary	*Company Secretary*	*Company Secretary*

Hong Kong, 10 August 2026

As at the date hereof, the Board of each of MHI, SHP and SHH comprises four Executive Directors, namely, Mr. William Cheng Kai Man (Chairman), Mr. Albert Hui Wing Ho, Madam Kimmy Lau Kam May and Madam Ng Yuet Ying; one Non-executive Director, namely, Madam Mabel Lui Fung Mei Yee; and three Independent Non-executive Directors, namely, Mr. Chan Kim Fai, Mr. Lam Kwai Cheung and Mr. Warren Liu Yuk Cho.

In case of any discrepancy between the English version and the Chinese version of this announcement, the English version shall prevail.

All the directors of MHI jointly and severally accept full responsibility for the accuracy of the information contained in this announcement (other than that relating to SHP and SHH) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the directors of SHP and SHH) have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

All the directors of SHP jointly and severally accept full responsibility for the accuracy of the information contained in this announcement (other than that relating to MHI and SHH) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the directors of MHI and SHH) have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

All the directors of SHH jointly and severally accept full responsibility for the accuracy of the information contained in this announcement (other than that relating to MHI and SHP) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the directors of MHI and SHP) have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.