LABIXIAOXIN SNACKS GROUP LIMITED
蠟筆小新休閒食品集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 1262)

PROFIT WARNING

This announcement is made by Labixiaoxin Snacks Group Limited (the "**Company**" and, together with its subsidiaries, the "**Group**") pursuant to Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the information currently available to the Board and the preliminary review of the unaudited management accounts of the Group, the Group is expected to record total revenue of approximately RMB628 million for the six months ended 30 June 2026, representing an increase as compared to the total revenue of approximately RMB516 million for the six months ended 30 June 2025; and a net loss of approximately RMB18 million for the six months ended 30 June 2026, as compared to a net profit of approximately RMB3 million for the six months ended 30 June 2025.

Based on the information currently available to the Board, the Board considers that the increase in total revenue for the six months ended 30 June 2026 was mainly attributable to the increase in sales to snacks convenience stores chains and through e-commerce channels. In addition, the increase in revenue during the period was partly attributable to contributions from the subsidiaries acquired by the Group during the six months ended 30 June 2026.

The turnaround from a net profit for the six months ended 30 June 2025 to a net loss for the six months ended 30 June 2026 was primarily attributable to increases in advertising and promotion expenses and logistic costs. In addition, the turnaround was partly attributable to losses contributed by the subsidiaries acquired by the Group during the six months ended 30 June 2026.

The Company has yet to finalise the interim results of the Group for the six months ended 30 June 2026. The information contained in this announcement is only based on the preliminary assessment by the management with reference to the information currently available to the Board and is not based on any figures or information that has been audited or reviewed by the auditors or the audit committee of the Company. Shareholders and investors are advised to read carefully the results announcement of the Company for the six months ended 30 June 2026, which is expected to be published before the end of August 2026.

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

By order of the Board
Labixiaoxin Snacks Group Limited
Zheng Yu Huan
Chairman

Hong Kong, 14 August 2026

As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang, Zheng Yu Huan and Wu Qiongyao; the non-executive director of the Company is Li Hung Kong; and the independent non-executive directors of the Company are Li Biao, So Ching Tung, JP and Chung Yau Tong.