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CITYCHAMP WATCH & JEWELLERY GROUP LIMITED

冠城鐘錶珠寶集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 256)

POSITIVE PROFIT ALERT

This announcement is made by Citychamp Watch & Jewellery Group 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the Group’s unaudited management accounts and other information currently available by the Board, the Group is expected to record profit attributable to owners of the Company of not less than HK\$40,000,000 for the six months ended 30 June 2026 whereas the Group recorded loss attributable to owners of the Company of approximately HK\$42,045,000 for the six months ended 30 June 2025.

The Board considers that the significant improvement in the Group’s profit is mainly attributable to:

- (a) a significant decrease in operating expenses of watches, timepieces and watch accessories businesses resulting from increase in efficiency in operation;
- (b) an increase in the profit contributed by banking and financial businesses; and
- (c) a one-off gain from the completion of disposal of 50% shares in Rotary Watch & Jewellery Limited in May 2026.

The information contained in this announcement is only a preliminary assessment by the Board based on the latest unaudited management accounts of the Group for the six months ended 30 June 2026 and other information currently available, which have not been reviewed or audited by the Company's independent auditor and have not been reviewed by the Company's audit committee. The financial results of the Group shall be subject to further adjustments and finalisation.

As the interim results of the Group for the six months ended 30 June 2026 have not been finalised, the Board is not in a position to quantify the exact financial effects as at the date of this announcement. The interim results announcement of the Group for the six months ended 30 June 2026 is expected to be published on 28 August 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
Citychamp Watch & Jewellery Group Limited
Ho Shuk Han
Company Secretary

Hong Kong, 14 August 2026

As at the date of this announcement, the executive directors of the Company are Mr. Hon Kwok Lung, Mr. Siu Chun Wa, Mr. Shi Tao, Mr. Hon Hau Wong and Mr. Teguh Halim; and the independent non-executive directors of the Company are Dr. Kwong Chun Wai, Michael, Mr. Kam, Eddie Shing Cheuk and Ms. Chan Lai Wa.