ALLEGRO CULTURE LIMITED
律 齊 文 化 有 限 公 司

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock code: 550)

POSITIVE PROFIT ALERT

This announcement is made by Allegro Culture Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the "**SFO**").

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that, based on the latest unaudited management accounts of the Group for the six months ended 30 June 2026 (the "**Period**"), the Group is expected to record a net profit ranging from approximately HK$3.0 million to approximately HK$5.0 million for the Period, compared to the net loss of approximately HK$10.8 million for the six months ended 30 June 2025. The change from loss to profit was primarily attributable to the increase in revenue and gross profit, mainly attributable to growth in the Group's online media and event advertising business, driven by the expanded scale and enhanced scope of its comprehensive advertising and promotional services across Hong Kong and the mainland China, particularly the cities in the Greater Bay Area. According to the forecast in the Company's announcement dated 28 November 2025, operating profit of the Company together with its subsidiaries for the 12 months ending 31 December 2026 is expected to be HK$10,197,000.

The Company is in the process of finalising the interim results of the Group for the six months ended 30 June 2026. The information contained in this announcement is only a preliminary assessment based on the information currently available and is not based on any figures or information which have been audited or reviewed by the Company's auditor. Please refer to the Company's interim results announcement to be published in August 2026 for further details of the Group's financial results and performance.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company and, in doubt, to seek independent advice from professional or financial advisers.

By order of the Board
Allegro Culture Limited
Ma Changwei
Chairman and Non-executive Director

Hong Kong, 14 August 2026

As at the date of this announcement, the Board comprises Mr. Gan Peng and Ms. Yiu Sze Wai as executive Directors; Mr. Ma Changwei as non-executive Director; and Mr. Li Chaobo, Mr. Li Ming and Ms. Yang Wanning as independent non-executive Directors.