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凱知樂

# Kidsland International Holdings Limited
# 凱知樂國際控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2122)**

## INSIDE INFORMATION
## ESTIMATED DECREASE IN LOSS
## FOR THE SIX MONTHS ENDED 30 JUNE 2026

This announcement is made by Kidsland International Holdings Limited (the "**Company**", 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 (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 of the Laws of Hong Kong).

The board of directors of the Company (the "**Directors**" and the "**Board**", respectively) wishes to inform the Company's shareholders (the "**Shareholders**") and potential investors that, based on a preliminary review of the Group's unaudited consolidated management accounts for the six months ended 30 June 2026 (the "**Reporting Period**") and information currently available to the Board, the Group expects to record a net loss after tax of not more than RMB15.0 million, compared to an unaudited net loss after tax of approximately RMB67.6 million for the six months ended 30 June 2025 (the "**Prior Period**") and an audited net loss after tax of approximately RMB130.0 million for the year ended 31 December 2025 (the "**Year 2025**").

To the best knowledge of the Directors, the expected improvement in financial performance of the Reporting Period compared to the Prior Period and the Year 2025 was mainly due to the following factors:

(i) revenue growth driven by targeted product portfolio optimization and innovative channel deployment, including expansion of collaboration with Pokémon through both Pokémon TCG Official Gyms and Pokémon zones across the Group's retail store and consignment counter channels, sustained development in the Sam's Club segment and rollout of new retail stores such as Hall One stores;

(ii) margin improvement resulted from continuous product mix refinement centered on incorporating brands with strong margin profiles, strengthening the Group's presence in high-demand categories, and mitigating margin erosion from retail discounting; and

(iii) enhanced operational efficiency and expense reduction through retail network optimization and organizational restructuring.

Nevertheless, the Board considers that the Group's business prospects and financial performance sustainability in the second half of 2026 remains challenging and uncertain due to the following factors:

(i) heightened fluidity of macroeconomic consumer sentiment alongside evolving market dynamics and consumer preference cycles; and

(ii) intensified structural competition within the retail landscape and potential cost pressures.

The Group is currently in the process of compiling its consolidated results for the Reporting Period. The information contained in this announcement (except the figures for the unaudited net loss after tax for the Prior Period and the audited net loss after tax for the Year 2025) is only based on the Board's preliminary evaluation of the Group's unaudited consolidated management accounts for the Reporting Period, which have not been audited nor reviewed by the Company's independent auditors. These figures may be subject to necessary adjustments in the financial results announcement of the Company for the Reporting Period (the "**Interim Results Announcement**"), which is expected to be published by the end of August 2026.

**Shareholders and potential investors are advised to read the Interim Results Announcement carefully and exercise caution when dealing in the shares of the Company, and should note that undue reliance on or use of the above information may cause investment risks.**

By order of the Board
**Kidsland International Holdings Limited**
**Lee Ching Yiu**
*Chairman, Chief Executive Officer and Executive Director*

Hong Kong, 24 August 2026

*As of the date of this announcement, the Board comprises the executive Directors, namely Mr. Lee Ching Yiu (Chairman and Chief Executive Officer) and Ms. Zhong Mei; the non-executive Director, namely Mr. Du Ping; and the independent non-executive Directors, namely Mr. Cheng Yuk Wo, Mr. Huang Lester Garson and Mr. Albert Thomas da Rosa, Junior.*