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FAIRWOOD HOLDINGS LIMITED

大快活集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 52)



POSITIVE PROFIT ALERT

This announcement is made by Fairwood Holdings Limited (the “**Company**”, together with its subsidiaries, collectively known as 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2026 (the “**Review Period**”) and the assessment of the latest information currently available to the Board, the Group is expected to record a profit attributable to the Shareholders in the range of approximately HK\$32,000,000 to HK\$34,000,000 for the Review Period, representing an approximate increase of 140% to 160% as compared with the profit attributable to the Shareholders of HK\$13,215,000 for the six months ended 30 September 2025.

The expected increase in the profit attributable to the Shareholders for the Review Period is primarily attributable to:

- (1) The Group successfully expanded its customer base with boosted revenue through product innovations and data driven promotions, at the same time enhancing the success rate of new store openings through AI-driven data analytics; and
- (2) The Group firmly implemented a sustainable operating model, unlocked profit expansion through streamlining its cost structure, optimizing store workflows and enhancing labour productivity to maximize profitability.

The Company is in the process of preparing and finalizing the Group’s interim results for the Review Period. The information contained in this announcement is based solely on a preliminary review of the unaudited consolidated management accounts of the Group for the Review Period

and the information currently available. Such information has not been audited or reviewed by the Company's auditors or the audit committee of the Company and may therefore be subject to adjustment. Shareholders and potential investors are advised to read carefully the Company's interim results announcement for the Review Period, which is expected to be published by the end of November 2026.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Fairwood Holdings Limited
Dennis Lo Hoi Yeung
Chairman

Hong Kong, 20 October 2026

As at the date of this announcement, the Directors of the Company are:

Non-executive Director: Mr Dennis Lo Hoi Yeung (Chairman)

Executive Directors: Mr Lo Fai Shing Francis (Vice Chairman) and Ms Peggy Lee (Chief Executive Officer); and

Independent Non-executive Directors: Mr Joseph Chan Kai Nin, Dr Peter Lau Kwok Kuen, Dr Peter Wan Kam To and Mr Yip Cheuk Tak.

Website: www.fairwoodholdings.com.hk