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Sterling Group Holdings Limited
美臻集團控股有限公司*

(incorporated in the Cayman Islands with limited liability)
(Stock Code: 1825)

PROFIT ALERT

This announcement is made by Sterling Group Holdings Limited (the "**Company**", together with its subsidiaries 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 Provision (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 (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform its shareholders and potential investors that, based on its preliminary review of the Group's unaudited consolidated management accounts for the six months ended 30 September 2026 (the "**Period**"), the Group is expected to record a net profit of not less than HK$0.3 million for the Period as compared to a net loss of approximately HK$7.6 million for the six months ended 30 September 2025.

The expected turnaround from net loss to net profit for the Period was principally attributable to the increase in revenue and gross profit from the apparel business. In line with the increase in revenue during the Period, it is expected that there was an increase in the balance of trade, bills and other payables as at 30 September 2026, when compared to that of 31 March 2026. The Group experienced liquidity pressures in this regard and shall continue to closely monitor the cash flows requirement for its operations.

As at the date of this announcement, the Company is still in the process of finalising the unaudited consolidated interim results of the Group for the Period. The information in this announcement is only based on a preliminary assessment by the Board of the latest unaudited consolidated management accounts for the Period of the Group and the information currently available to the Board, which have not been audited and have not been confirmed or finalised by the audit committee of the Board and may therefore be subject to revisions and adjustments.

Shareholders of the Company and potential investors are advised to read carefully the unaudited financial information of the Group for the Period in the interim results announcement of the Company, which is expected to be published by the end of November 2026 in accordance with the Listing Rules.

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

By order of the Board
Sterling Group Holdings Limited
美臻集團控股有限公司*
Wong Mei Wai Alice
Chairperson, Executive Director
and Chief Executive Officer

Hong Kong, 26 November 2026

As at the date of this announcement, Ms. Wong Mei Wai Alice is the executive Director and Chairperson; Ms. Luo Yuechan and Mr. Xie Jianfeng are the executive Directors, and Ms. Cai Zhenhua, Ms. Ye Lili and Mr. Hon Siu Fai are the independent non-executive Directors.

* *For identification purposes only*