

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**WONG'S KONG KING INTERNATIONAL (HOLDINGS) LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 532)**

**PROFIT ALERT – REDUCTION IN LOSS**

This announcement is made by Wong's Kong King International (Holdings) Limited (the **"Company"** and, together with its subsidiaries, collectively referred to 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 Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The Company wishes to inform its shareholders and potential investors that based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (**"Interim Period"**), (1) the Group expects to record a consolidated net loss attributable to the owners of the Company of approximately HK\$11 million for the Interim Period, representing a narrowing of approximately 87% as compared to a net loss attributable to the owners of the Company of HK\$84.1 million for the corresponding period in 2024; and (2) the Group expects to record a consolidated profit before income tax of approximately HK\$12.7 million for the Interim Period, reflecting an improvement in operating performance as compared with a consolidated loss before income tax of HK\$70.9 million for the corresponding period in 2024.

Based on the information currently available, the expected improvement in the financial performance was mainly attributable to the following factors:

- (i) The Group's Trading and Distribution Division recorded a material increase in turnover for the Interim Period compared to the corresponding period in 2024. This positive development was primarily driven by increased demand for products distributed by the Division's subsidiaries in both Taiwan and the PRC, as the customers sought to expand inventory levels and increase capital expenditure. As a result, the Trading and Distribution Division delivered a substantial increase in operating profit for the Interim Period, compared to the corresponding period in 2024.
- (ii) The Group's OEM Manufacturing Division incurred a significant reduction in operating loss for the Interim Period compared to the corresponding period in 2024. This improvement was achieved despite a marginal decline in turnover, reflecting the Division's effective implementation of its operational cost reduction plan and ongoing initiatives to enhance operational efficiency. These efforts highlight the Division's strategic response to persistent geopolitical headwinds and the prevailing volatility in the global economic landscape.

- (iii) The overall decrease in interest rates during the Interim Period resulted in a material decrease in the Group's net financing costs compared to the corresponding period in 2024.

The Company is still in the process of preparing and finalizing the interim consolidated results of the Group for the Interim Period. The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the Interim Period and the information currently available, which has not yet been reviewed or audited by the Company's auditors or the audit committee of the Company. The above information may be subject to adjustments. Details of the Group's results for the Interim Period shall be provided in the interim result announcement of the Company which is expected to be published on or about 29 August 2025 in accordance with the Listing Rules.

**Shareholders and potential investors of the Company are advised to read the interim result announcement of the Company when it is published. 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  
**Wong's Kong King International (Holdings) Limited**  
**Wong Ava**  
*Deputy Chairman & Chief Executive Officer*

Hong Kong, 31 July 2025

*As at the date of this announcement, the executive directors of the Company are Mr. Wong Senta, Ms. Wong Ava, Ms. Wong Orangeo Wendy, Mr. Chang Jui Shum Victor and the independent non-executive directors are Mr. Tse Wan Chung Philip, Dr. Leung Kam Fong, Dr. Yip Wai Chun and Mr. Lam Yiu Wing Andrew.*