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時代集團控股有限公司
SITOY GROUP HOLDINGS LTD.

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時代集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1023)

PROFIT ALERT
REDUCTION IN LOSS

This announcement is made by Sitoy Group Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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 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 "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors of the Company that, based on a preliminary review of the Group's unaudited consolidated financial statements for the year ended 30 June 2026 and other information currently available to the Board, the Group is expected to record a loss attributable to the owners of the Company for the year ended 30 June 2026 with a range from approximately HK$110,000,000 to HK$130,000,000, as compared to a loss attributable to the owners of the Company of approximately HK$178,074,000 for the corresponding period in 2025. The significant improvement is mainly due to 1) the fact that the one-off significant loss incurred last year due to the termination of the Cole Haan Business (as defined in the announcement of the Company dated 26 November 2024) did not recur in the current year; and 2) as compared to the fair value loss in respect of the investment properties of approximately HK$109,216,000 recorded for the corresponding period in 2025, the fair value loss for the year ended 30 June 2026 is expected to be with a range from approximately HK$50,000,000 to HK$55,000,000.

The revenue from manufacturing business segment for the year ended 30 June 2026 is expected to increase when compared to the segment revenue of approximately HK$918,077,000 for the corresponding period in 2025. However, the segment loss before tax for the year ended 30 June 2026 is expected to increase as compared to the segment loss before tax of approximately HK$3,768,000 for the corresponding period in 2025. This is mainly because the appreciation of Renminbi against United States dollar had eroded the gross profit margin of the manufacturing business segment and certain non-cash provision adjustments are expected to be made.

The revenue from retail business segment for the year ended 30 June 2026 is expected to decrease when compared to the segment revenue of approximately HK$654,970,000 for the corresponding period in 2025 because of the termination of the Cole Haan Business. However, it is expected to record a segment profit before tax for the year ended 30 June 2026 as compared to the segment loss before tax of approximately HK$62,265,000 for the corresponding period in 2025. The turnaround is mainly due to the fact that the one-off significant loss of approximately HK$83,568,000 incurred last year due to the Group's termination of the Cole Haan Business did not recur in the current year. For details of the termination of the Cole Haan Business, please refer to the announcements of the Company dated 26 November 2024, 7 February 2025 and 19 September 2025 respectively. However, the segment profit before tax is expected to be jeopardised by certain non-cash provision adjustments.

The revenue from property investment segment for the year ended 30 June 2026 is expected to decrease when compared to the segment revenue of approximately HK$11,193,000 for the corresponding period in 2025. The segment loss before tax for the year ended 30 June 2026 is expected to decrease as compared to the segment loss before tax of approximately HK$101,787,000 for the corresponding period in 2025, as the fair value loss for the year ended 30 June 2026 is expected to be significantly reduced as compared to the fair value loss of approximately HK$109,216,000 recorded for the corresponding period in 2025.

The Company is still in the process of finalising the consolidated financial statements of the Group for the year ended 30 June 2026. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the information currently available, which has not been reviewed or audited by the external auditors and the audit committee of the Company and may be subject to change, and the actual annual results of the Group for the year ended 30 June 2026 may be different from what is disclosed herein. Shareholders and potential investors of the Company are advised to refer to the Group's annual results announcement for the year ended 30 June 2026 to be published in due course.

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

By order of the Board
Sitoy Group Holdings Limited
Yeung Michael Wah Keung
Chairman

Hong Kong, 11 September 2026

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Michael Wah Keung, Dr. Yeung Wo Fai, Mr. Yeung Andrew Kin and Mr. Chan Tung Chit; and the independent non-executive directors of the Company are Mr. Yeung Chi Tat, Ms. Lee Pao Yue and Ms. So Sze Wan, Lisa.