

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.

MS GROUP HOLDINGS LIMITED

萬成集團股份有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1451)

POSITIVE PROFIT ALERT

This announcement is made by MS Group 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 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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review and analysis of the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Period**”), the Group is expected to record an unaudited consolidated net profit of approximately HK\$17 million to HK\$21 million for the Period, as compared with the actual unaudited consolidated net profit of approximately HK\$9 million for the six months ended 30 June 2023. Such improvement in the unaudited consolidated net profit for the Period as compared with the same period in the preceding year is primarily attributable to the growth in revenue from the original equipment manufacturing business of the Group for the Period mainly due to the increased sales orders received from existing customers.

As at the date of this announcement, the Company is still in the course of finalising the consolidated financial results of the Group for the Period. The information contained in this announcement is only based on the preliminary assessment made by the management of the Group with reference to the consolidated management accounts of the Company for the Period and the information currently available, which have not been audited or reviewed by the Company’s auditors nor confirmed by the audit committee of the Company and may be subject to further adjustments. Hence, the actual interim results of the Group for the Period may be different from what is disclosed in this announcement. Moreover, there is no guarantee that the aforementioned scale of increase in revenue from the original equipment manufacturing business of the Group may or may not be sustained after the Period, which depends on factors including industry environment and product cycle from time to time in the future.

Shareholders and potential investors are advised to read this announcement carefully together with the Group's interim results announcement for the Period which is expected to be published by the end of August 2024, and exercise caution when dealing in the shares of the Company.

By Order of the Board
MS Group Holdings Limited
Chau Ching
Chairman

Hong Kong, 26 July 2024

As of the date of this announcement, the executive Directors are Mr. Chau Ching, Mr. Chung Kwok Keung Peter, Mr. Chung Leonard Shing Chun and Mr. Chau Wai; and the independent non-executive Directors are Mr. Yu Hon To David, Mr. Seto John Gin Chung and Mr. Asvaintra Bhanusak.