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Most Kwai Chung Limited

毛記葵涌有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1716)

POSITIVE PROFIT ALERT

The announcement is made by Most Kwai Chung Limited (the “**Company**”, together with its subsidiaries, 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 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 that, based on the preliminary assessment on the unaudited consolidated management accounts of the Group and the information currently available to the Board, the Group is expected to record a consolidated net profit of not more than HK\$5 million for the six months ended 30 September 2024 (the “**Period**”) as compared to the consolidated net loss of approximately HK\$2 million for the six months ended 30 September 2023 (the “**Corresponding Period**”). The expected turnaround from consolidated net loss to net profit is mainly attributable to the combined effect of the increase in (i) the number of clients and marketing spending from clients in the digital media services segment; (ii) revenue, primarily due to a performance event organized by the Group during the Period which the Group had not done in the Corresponding Period and (iii) the fair value gain from the step acquisition in relation to the acquisition of 31% of To Be Honest Limited (details of which were set out in the announcement of the Company dated 11 July 2024) during the Period.

The Company is still in the process of finalising the consolidated financial results of the Group for the Period. The information contained in this announcement is based on a preliminary assessment made by the Board with reference to the latest information currently available and the unaudited consolidated management accounts of the Group for the Period, which have not been audited or reviewed by the Group’s auditors and the audit committee of the Company and may be subject to adjustment. Shareholders and potential investors are advised to read carefully the announcement of the interim results of the Company for the Period, which is expected to be published before the end of November 2024.

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

By order of the Board
Most Kwai Chung Limited
IU Kar Ho
Chairman and Executive Director

Hong Kong, 15 November 2024

As at the date of this announcement, the Board comprises Mr. Iu Kar Ho (Chairman), Mr. Luk Ka Chun and Ms. Leung Hoi Yui being the executive Directors; and Mr. Leung Wai Man, Mr. Ho Kwong Yu and Mr. Leung Ting Yuk being the independent non-executive Directors.