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JIMU GROUP LIMITED
積木集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8187)

INSIDE INFORMATION
PROFIT WARNING

This announcement is made by Jimu Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10(2) of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors of the Company that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the year ended 31 December 2024 (“**FY2024**”) and information currently available to the Board, the Group is expected to record a consolidated net loss of approximately HK\$10.5 million for FY2024. This represents a turnaround from a consolidated net profit of approximately HK\$1.5 million recorded for the year ended 31 December 2023 (“**FY2023**”).

The Board considers that the decline in the Group’s financial performance is primarily attributable to the following factors:

- (i) a decrease in revenue from the footwear and apparel businesses by approximately 60.6% from approximately HK\$28.7 million for FY2023 to approximately HK\$11.3 million for FY2024, due to, among other things, a temporary decline in Hong Kong market consumption observed during FY2024;
- (ii) an increase in other operating expenses by approximately 50.0% from approximately HK\$5.6 million for FY2023 to approximately HK\$8.4 million for FY2024; and

(iii) the absence of profit from discontinued operation for FY2024, which amounted to approximately HK\$6.9 million for FY2023.

As at the date of this announcement, the Company is still in the course of finalising the financial results of the Group for the Relevant Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the latest unaudited consolidated management accounts of the Group for the Relevant Period and other information currently available to the Company which have not been audited or reviewed by the auditors of the Company or has been confirmed by the audit committee of the Board. The information contained in this announcement may be different from the final results announcement of the Company for FY2024 which is expected to be published by the end of March 2025 in accordance with the GEM Listing Rules.

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
Jimu Group Limited
Dong Bin
Executive Director

Hong Kong, 14 March 2025

As at the date of this announcement, the executive Directors of the Company is Dr. Dong Bin and Mr. Chan Ting Leuk Arthur; the non-executive Director of the Company is Mr. Shum Tsz Yeung; and the independent non-executive Directors of the Company are Mr. Hung Wai Che, Mr. Choi Ho Yan and Mr. Yiu Yu Hong John.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (2) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Listed Company Announcements” page of the Stock Exchange’s website at <http://www.hkexnews.hk> for at least 7 days from the date of its posting and on the Company’s website at <http://www.jimugroup8187.com>.