

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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.*



1957 & Co. (Hospitality) Limited
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8495)

POSITIVE PROFIT ALERT

This announcement is made by 1957 & Co. (Hospitality) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (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 (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 Board’s preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the “**Year**”) and other information currently available, the Group is expected to record a net profit of not less than HK\$1 million for the Year, as compared with a net loss of approximately HK\$1 million for the year ended 31 December 2023.

The expected turnaround from loss to profit was mainly attributable to the following reasons:

1. a decrease in the cost of inventories sold during the Year, as compared to the corresponding period in 2023, due to the consolidation and expansion of supply chain advantages in the food and beverage industry; and
2. a decrease in other operating expenses during the Year, as compared to the corresponding period in 2023, primarily due to:
 - (i) lower reinstatement expenses incurred from closing and relocating restaurants; and
 - (ii) reduced marketing expenses for promoting new restaurants.

The Company is still in the process of finalising the results of the Group for the Year. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the information currently available, including the unaudited consolidated management accounts of the Group for the Year, which have not been audited or reviewed by the auditors or the audit committee of the Company. The Group's actual results for the Year may differ from the information disclosed in this announcement. Details of the Group's performance will be disclosed in the annual results announcement of the Company for the Year, which is expected to be published by the end of March 2025.

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

By order of the Board
1957 & Co. (Hospitality) Limited
Lau Ming Fai
Executive Director

Hong Kong, 20 March 2025

As of the date of this announcement, the executive Directors are Mr. Wong Chi Wing Kinson, Mr. Lau Ming Fai, Ms. Tsui Ngan Fun and Ms. Lin Huiqin; the non-executive Director is Mr. Chan Wai Fung; and the independent non-executive Directors are Mr. Yim Hong Cheuk Foster, Mr. Huen, Felix Ting Cheung and Ms. Lung Pui Ying Amy.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and 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 Information" page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of publication and on the website of the Company at www.1957.com.hk.