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英皇文化產業集團有限公司
Emperor Culture Group Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 491)

PROFIT ALERT

This announcement is made by Emperor Culture Group Limited (“**Company**”, together with its subsidiaries collectively referred to as “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (“**Board**”) wishes to inform the shareholders and potential investors of the Company that based on the preliminary review on the latest available financial information of the Group, the Group expects its earnings before interest, tax, depreciation and amortisation to increase significantly to not more than HK\$60.0 million (2023: HK\$5.5 million) for the six months ended 31 December 2024 (“**Period**”). Such improvement was mainly due to the gain relating to leases and effective cost control measures. Taking into account the depreciation and finance costs, the Group expects its net loss to narrow to not more than HK\$60.0 million (2023: HK\$143.2 million) during the Period.

As the Group’s unaudited interim results for the Period (“**Interim Results**”) have not yet been finalised, the information contained in this announcement is only based on the information currently available. Publication of the Interim Results is scheduled to be made in late February 2025.

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
Emperor Culture Group Limited
Fan Man Seung, Vanessa
Executive Director

Hong Kong, 23 January 2025

As at the date of this announcement, the Board comprises:

Executive Directors: Mr. Yeung Ching Loong, Alexander
Ms. Fan Man Seung, Vanessa
Mr. Wong Chi Fai

Independent Non-executive Directors: Ms. Chan Sim Ling, Irene
Mr. Ho Tat Kuen
Ms. Tam Sau Ying