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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**  
**SIGNIFICANT REDUCTION IN NET LOSS**

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’s net loss is expected to significantly narrow to not more than HK\$200 million (2024: HK\$715 million) for the year ended 30 June 2025 (“**Year**”). Such improvement was mainly due to the substantial decrease in impairment allowance amounting to not more than HK\$70 million (2024: HK\$428 million) during the Year relating to right-of-use assets and property, plant and equipment.

As the Group’s audited annual results for the Year (“**Annual Results**”) have not yet been finalised, the information contained in this announcement is only based on the information currently available. Publication of the Annual Results is scheduled to be made in late September 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, 27 August 2025

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

*Executive Directors:* Mr. Yeung Ching Loong, Alexander  
Ms. Fan Man Seung, Vanessa

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