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Ajisen (China) Holdings Limited **味千(中國)控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 538)

POSITIVE WARNING

This announcement is made by Ajisen (China) Holdings 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 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**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the period ended 30 June 2024 (the “**Period**”) and information currently available to the Board, it is expected that the Group will record a loss attributable to the owners of the Company for the Period of not more than 20.0 millions as compared to the profit attributable to owners of the Company of approximately RMB133.1 million for the period ended 30 June 2023.

The Board believes that the Group is expected to record a loss attributable to the Shareholders primarily attributable to:

- i) the decline in store traffic resulted in negative growth in same-store sales, this has led to losses in some stores, subsequently increasing the impairment provisions for right-of-use assets and property, plant and equipment.
- ii) the weak property market resulted in losses on revaluation of investment properties. In addition, the performance of investments measured at fair value was not as good as that of the same period last year. Compared to the approximately HKD70.1 million in net other gains recorded in the same period last year, the Group is expected to record net other losses during the Period.

The Company is still in the process of finalizing the results of the Group for the Period. The information contained in this announcement is only a preliminary assessment made by the Board and the Company's management based on the unaudited consolidated management accounts of the Group which have not been reviewed or audited by the Company's auditor or the audit committee of the Board, and are therefore subject to adjustments. The actual interim results of the Group for the Period may be different from what is disclosed in this announcement. Detailed financial results of the Group for the Period are expected to be published in the interim results announcement by the end of August 2024.

Shareholders and potential investors of the Company should exercise caution when dealing in the securities of the Company.

By Order of the Board
Ajisen (China) Holdings Limited
Poon Wai
Chairman

Hong Kong Special Administrative Region, 2 August 2024

As at the date of this announcement, the Board comprises Ms. Poon Wai, Mr. Poon Ka Man, Jason and Ms. Ng Minna as executive Directors; Mr. Katsuaki Shigemitsu and Mr. Yew Yat On as non-executive Directors; and Mr. Lo Peter, Mr. Jen Shek Voon and Mr. Ho Pak Chuen Brian as independent non-executive Directors.