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HK Asia Holdings Limited
港亞控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1723)

PROFIT WARNING

The announcement is made by HK Asia Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) 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**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the management accounts of the Group for the six months ended 30 September 2024 (the “**Period**”) and other information currently available to the Board, the Group is expected to record a decrease in the profit attributable to owners of the Company for the Period by about 91% as compared with the profit attributable to owners of the Company for the corresponding period in the preceding year. Such decrease in profit attributable to owners of the Company was mainly attributable to the decrease in value of total retail industry sales in Hong Kong during the Period and the increase in discounts provided by the Group to customers due to the keen market competition during the Period.

The Company is in the process of preparing and finalising its unaudited consolidated interim results of the Group for the Period (the “**Interim Results**”). The information contained in this announcement is only based on the Board’s preliminary assessment based on information currently available to the Board, and has not been reviewed by the audit committee or the auditors of the Company. Details of the Interim Results will be disclosed in the Company’s Interim Results announcement which is expected to be published in late November 2024.

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

By Order of the Board
HK Asia Holdings Limited
Mr. SIU Muk Lung
Chairman and Executive Director

Hong Kong, 15 November 2024

As at the date of this announcement, the Board comprises Mr. Siu Muk Lung and Mr. Chung Chi Fai as executive directors; Mr. Ritchie Ma and Mr. Lam Kin Lun Davie as non-executive directors; and Mr. Lee Kwan Ho, Vincent Marshall, Mr. Kwok Wai Leung, Stanley, Mr. Shiao Hei Lok Herod and Mr. Fok Kam Chau as independent non-executive directors.