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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)**

**PROFIT 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 year ended 31 December 2024, it is expected that the Group will record a loss attributable to the owners of the Company of not more than RMB40.0 millions for the year ended 31 December 2024 as compared to the profit attributable to owners of the Company of approximately RMB181.2 million for the period ended 31 December 2023.

The Board believes that the Group is expected to record a loss attributable to the owners of the Company primarily attributable to:

**i) Revaluation loss on investment properties**

The Group has revalued its investment properties and recorded revaluation losses due to the property market conditions in Hong Kong and Mainland China.

**ii) Lower profitability of catering business**

The Group's catering business has been adversely affected by intensified industry competition and changes in consumer behavior. Revenue from traditional dine-in business has decreased, while the rising demand for takeaway services has increased operating costs, leading to a decline in overall profitability.

The Company is still in the process of finalizing the results of the Group for the year ended 31 December 2024. 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 for the year ended 31 December 2024, 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 annual results of the Group year ended 31 December 2024 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to carefully read the annual results announcement of the Company for the year ended 31 December 2024, which is expected to be published by the end of March 2025 pursuant to the Listing Rules.

**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, 5 March 2025

*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.*