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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 PROFIT ALERT**

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 2023, it is expected that the Group will record a profit attributable to owners of the Company ranging from approximately RMB160.0 million to RMB220.0 million for the year ended 31 December 2023 as compared to the loss attributable to owners of the Company of approximately RMB143.9 million for the year ended 31 December 2022.

The Board believes that improvement in the financial performance of the Group compared to the corresponding period in 2022 is primarily attributable to the increase in shop revenue as compared to the corresponding period last year, and the strategy of gradually shutting down underperforming shops in the past two years to improve overall profitability having achieved initial results.

The Company is still in the process of finalizing the annual results of the Group for the year ended 31 December 2023. 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 2023, 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 Company for the year ended 31 December 2023 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 2023, which is expected to be published by the end of March 2024 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, 4 March 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 and Mr. Jen Shek Voon as independent non-executive directors.*