MS GROUP HOLDINGS LIMITED
萬成集團股份有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1451)

POSITIVE PROFIT ALERT

This announcement is made by MS Group Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary review of the latest unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the "**Year**"), the Group is expected to record a profit attributable to the Shareholders for the Year, which is estimated to be ranging between HK$47 million and HK$52 million, as compared with the actual profit attributable to the Shareholders for the year ended 31 December 2023 of approximately HK$16 million. The Board believes that such increase is primarily attributable to the growth in revenue from the original equipment manufacturing ("**OEM**") business of the Group for the Year which was mainly due to the increased sales orders received from existing customers.

As at the date of this announcement, the Company is still in the process of preparing and finalising the consolidated financial results of the Group for the Year. The information contained in this announcement is only based on the preliminary assessment made by the management of the Company and the actual audited annual results of the Group for the Year may be different from what is disclosed in this announcement. Moreover, the aforementioned scale of increase in revenue from the OEM business of the Group may or may not sustain in the long run, which depends on factors including industry environment and product cycle from time to time in the future.

Shareholders and potential investors of the Company are advised to refer to the details of the annual results announcement of the Group for the Year, which is expected to be published in March 2025 in accordance with 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
MS Group Holdings Limited
Chau Ching
Chairman

Hong Kong, 24 January 2025

As at the date of this announcement, the executive Directors are Mr. Chau Ching, Mr. Chung Kwok Keung Peter, Mr. Chung Leonard Shing Chun, Mr. Chau Wai and Ms. Lo Siu Fun Helena; and the independent non-executive Directors are Mr. Yu Hon To David, Mr. Seto John Gin Chung and Mr. Asvaintra Bhanusak.