ENTERPRISE DEVELOPMENT HOLDINGS LIMITED
企 展 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1808)

DISCLOSEABLE TRANSACTION
IN RESPECT OF
DISPOSAL OF LISTED SECURITIES

THE DISPOSAL

The Board announces that during the period from 15 August 2024 to 14 August 2025, EDHK, a wholly-owned subsidiary of the Company, has disposed on the market an aggregate of 19,500 AMZN Shares at the price ranging from USD174.12 to USD242.08 (exclusive of transaction costs). The average price (exclusive of transaction costs) for each AMZN Share was approximately USD205.23 and the total disposal price was USD4,001,945 (equivalent to approximately HK$31,407,000).

At the date of this announcement, the Group holds 3,000 AMZN Shares.

LISTING RULES IMPLICATIONS

The Disposal, on an aggregate basis of the disposals of the AMZN Shares in the previous 12 months in accordance with Rule 14.23 of the Listing Rules, constitutes a discloseable transaction of the Company under Rule 14.06(2) of the Listing Rules as one or more of the applicable percentage ratios of the Disposal exceeds 5% but all of them are less than 25%. The Disposal is therefore subject to the reporting and announcement requirements under Chapter 14 of the Listing Rules.

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As the Disposal was made on the open market, the Company is not aware of the identities of the counterparty(ies) of the Disposal or their respective principal business activities. To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, each of the counterparty(ies) of the Disposal and their respective ultimate beneficial owners are Independent Third Parties.

The aggregate cash consideration of the Disposal is approximately USD4,001,945 (equivalent to approximately HK$31,407,000) and the disposal prices of the AMZN Shares were determined according to the bid and ask prices of AMZN Shares at the relevant times of the Disposal.

Upon the completion of the Disposal, the Group holds 3,000 AMZN Shares.

INFORMATION ON AMZN

According to the publicly available information, AMZN is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. AMZN strives to be Earth’s Most Customer-Centric Company, Earth’s Best Employer, and Earth’s Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon.

The following financial information is extracted from the annual report of AMZN for the financial years ended 31 December 2024 and 31 December 2023 respectively:

	For the year ended 31 December 2024 (audited) *(USD)*	**For the year ended 31 December 2023** (audited) *(USD)*
Revenue	637,959,000	574,785,000
Net income applicable to common shareholders	59,248,000	30,425,000
Total assets	624,894,000	527,854,000

REASONS FOR AND BENEFITS OF THE DISPOSAL

The principal activity of the Company is investment holding. The Group is principally engaged in the sales of software licenses and other products, the provision of integrated business software solutions and trading of listed securities.

Based on the recent market prices of AMZN Shares, the Directors are of the view that through the Disposal, it can enable the Group to restructure its investment portfolio in listed securities and reserves it finance resources for future investment opportunities.

The Directors expect to recognise a gain on Disposal of approximately USD173,895 (equivalent to approximately HK$1,365,000) included in profit and loss. The Company will apply the proceeds for general working capital and repayment of margin loan.

Shareholders should note that the actual amount of gain on the Disposal to be recorded by the Company will be subject to review. The Directors consider the Disposal is fair and reasonable and in the interests of the Company and the Shareholders as a whole.

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DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following respective meanings:

"AMZN"	Amazon.com, Inc., a company incorporated in the United States and the shares of which are listed on NASDAQ
"AMZN Share(s)"	ordinary share(s) in the share capital of AMZN
"Board"	the board of Directors
"Company"	Enterprise Development Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the Shares of which are listed on the Main Board of the Stock Exchange (Stock Code: 1808)
"connected person(s)"	has the meaning ascribed to it under the Listing Rules

“Director(s)”	the director(s) of the Company
“Disposal”	the disposal of 19,500 AMZN Shares on the market by EDHK during the period from 15 August 2024 to 14 August 2025
“EDHK”	Enterprise Development (Hong Kong) Holdings Limited, a company incorporated in Hong Kong with limited liability and an indirect wholly-owned subsidiary of the Company
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“HK$”	Hong Kong dollars, the lawful currency of Hong Kong
“Independent Third Party”	third party independent of the Company and connected persons of the Company
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
‘‘NASDAQ”	National Association of Securities Dealers Automated Quotations capital market
“Share(s)”	ordinary shares of HK$0.10 each in the share capital of the Company
“Shareholder(s)”	holder(s) of the Share(s)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“United States” or “USA”	United States of America
“USD”	United States dollar, the lawful currency of United States
“%”	per cent

By Order of the Board
Enterprise Development Holdings Limited
Yu Hui
Executive Director and Chief Executive Officer

Hong Kong, 18 August 2025

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Yu Hui (chief executive officer) and Ms. Li Zhuoyang, and three independent non-executive Directors, namely Mr. Cai Jinliang, Mr. Chin Hon Siang and Mr. Chen Kwok Wang.