Plus Group Holdings Inc.
普樂師集團控股有限公司

(A company incorporated in the Cayman Islands with limited liability)

(Stock Code: 2486)

POSITIVE PROFIT ALERT

This announcement is made by Plus Group Holdings Inc. (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 (the "**Board**") of the directors (the "**Director(s)**") of the Company wishes to announce that, based on the preliminary review of the Group's latest unaudited consolidated management accounts and other information currently available to the Board, the Board wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that the Group is expected to record a net profit attributable to owners of the Company in the range of RMB19.0 million to RMB24.0 million for the year ended 31 December 2025 (the "**Reporting Period**"), as compared to a net profit attributable to owners of the Company of approximately RMB13.0 million for the year ended 31 December 2024.

The Board believes that the increase in net profit attributable to owners of the Company for the Reporting Period was primarily driven by the significant increase in revenue of the Group for the Reporting Period in the range of 90% to 95% as compared to the revenue of the Group for the year ended 31 December 2024. During the Reporting Period, the Company is committed to transforming into an AI company in the marketing sector. To advance the training and iteration of our self-developed large model, the Company deeply integrated business scenarios with AI technology. Building on the effective improvement in service efficiency, the Company seized opportunities in O2O, real-time retailing, and e-commerce, achieving rapid revenue growth while accumulating more operational data. As a result, leveraging the scale effect of revenue growth, the Company achieved an increase in profit.

As at the date of this announcement, the Company is still in the process of finalizing the annual results of the Group for the Reporting Period. The information contained in this announcement is only based on the preliminary review made by the Board with reference to the unaudited consolidated management accounts and other currently available information, and such financial data or information has not been confirmed, reviewed or audited by the Company's independent auditors and has not been reviewed by the audit committee of the Company, and may be subject to adjustments. The actual results of the Group for the Reporting Period may be different from those disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the Group's annual results announcement for the year ended 31 December 2025, which will be published by the end of March 2026.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

By Order of the Board
Plus Group Holdings Inc.
Mr. Sun Guangjun
Chairman, executive Director and chief executive officer

Hong Kong, 24 March 2026

As at the date of this announcement, the Board comprises Mr. Sun Guangjun as the chairman, an executive Director and chief executive officer, and Mr. Yang Hong as an executive Director, and Mr. Lau Man Tak, Ms. Lin Feng and Mr. Ngan Wing Ho as independent non-executive Directors.