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Helens International Holdings Company Limited

海倫司國際控股有限公司

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

(Hong Kong Stock Code: 9869)

(Singapore Stock Code: HLS)

POSITIVE PROFIT ALERT

This announcement is made by Helens International Holdings Company 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 (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 of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary review of the unaudited management accounts of the Group for the year ended December 31, 2025 and the information currently available to the Board, it is expected that (i) the revenue of the Group will be within a range from approximately RMB0.520 billion to RMB0.570 billion for the year ended December 31, 2025, representing a decrease from the revenue of the Group of approximately RMB0.752 billion for the year ended December 31, 2024, which is mainly due to the fact that the number of self-operated bars in operation in 2025 decreased as compared with the full year of 2024 and that the same-store performance declined in 2025 as compared with 2024 due to the fluctuations in the market environment; (ii) despite the decrease in revenue, the Group will record a profit for the year attributable to owners of the Company for the year ended December 31, 2025 in a range of approximately RMB0.015 billion to RMB0.045 billion, as compared to the loss for the year attributable to owners of the Company for the year ended December 31, 2024 of approximately RMB0.078 billion; and (iii) the adjusted net profit of the Group, which is a non-HKFRS measure, for the year ended December 31, 2025, will be within a range from approximately RMB0.065 billion to RMB0.088 billion, as compared with the adjusted net profit of the Group for the year ended December 31, 2024 of approximately RMB0.065 billion (calculated as set out below in this announcement).

The expected net profit for 2025 is mainly attributable to (i) the decrease in asset impairment and one-off bar closure losses in 2025 as compared with 2024; and (ii) the new iterations in existing markets and the opening of new bars, along with reductions in costs such as rental and labor costs, and the enhancement of supply chain management capabilities, ultimately enhancing operational performance of the Group; partially offset by (iii) the significant exchange losses on foreign currency assets for the year resulted from the fluctuation in exchange rates of US dollars and Hong Kong dollars.

The Board wishes to highlight that “adjusted net profit/(loss)” is not defined under the Hong Kong Financial Reporting Standards (“**HKFRS**”). It is defined by the Group as profit/(loss) for the year adjusted by adding back impairment loss of office properties, Losses from Bars Optimisation and Adjustment, secondary listing expenses and foreign exchange gains or losses. The management of the Company believes that the presentation of such non-HKFRS measure when shown in conjunction with the corresponding HKFRS measures provides useful information to investors and management in facilitating a comparison of our operating performance from period to period by eliminating potential impacts of certain non-operational or non-recurring expenses that do not affect the ongoing operating performance of the Company, including Losses from Bars Optimisation and Adjustment, secondary listing expenses and foreign exchange gains or losses. Such non-HKFRS measure allows investors to consider metrics used by our management in evaluating our performance. The use of the non-HKFRS measure as an analytical tool has limitations, and Shareholders and potential investors should not consider it in isolation from, or as a substitute for or superior to analysis of, our results of operations or financial condition as reported under HKFRS. In addition, such non-HKFRS measure may be defined differently from similar terms used by other companies and therefore may not be comparable to similar measures presented by other companies.

As of the date of this announcement, the Company is still in the process of finalising the consolidated annual results of the Group for the year ended December 31, 2025. The information contained in this announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the Board, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company or the audit committee of the Board. The actual results of the Group for the year ended December 31, 2025 may differ from the information contained in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the annual results of the Group for the year ended December 31, 2025, which is expected to be released in March 2026.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Helens International Holdings Company Limited
Mr. Xu Bingzhong
Chairman of the Board and
Chief Executive Officer

Hong Kong and Singapore, March 13, 2026

As at the date of this announcement, the executive Directors are Mr. Xu Bingzhong, Ms. Cai Wenjun, Ms. Yu Zhen and Mr. He Daqing, and the independent non-executive Directors are Mr. Li Dong, Mr. Wang Renrong and Mr. Ler Soon Hock Leonard.