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SG Group Holdings Limited
樺欣控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1657)

PROFIT ALERT – REDUCTION IN LOSS

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of SG Group Holdings Limited (the “**Company**”, which 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).

After preliminary review by the Company’s management on the unaudited management accounts of the Group and assessment of the information currently available, the Board wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record a loss of not more than approximately HK\$7.0 million for the year ended 30 April 2025, as compared to a loss of approximately HK\$17.1 million for the year ended 30 April 2024.

Based on the information currently available, the expected reduction in loss was mainly attributable to (i) the increase in revenue generated from the businesses in respect of the supply of apparel products and the provision of institutional catering to private institution; (ii) the increase in sales orders and revenue generated from the supply of apparel products to major customers headquartered in the UK; and (iii) the decrease in record of the net realised and unrealised losses on financial assets at fair value through profit or loss.

As the Company is still in the process of finalizing the consolidated results of the Group for the year ended 30 April 2025, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group and information currently available, which have not been audited by the auditors of the Company or reviewed by the audit committee of the Company and may be subject to changes and adjustments. The actual results of the Group may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the results announcement of the Group for the year ended 30 April 2025 when it is published.

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

By Order of the Board
SG Group Holdings Limited
Choi King Ting, Charles
*Chairman, Executive Director and
Chief Executive Officer*

Hong Kong, 21 July 2025

As at the date of this announcement, the executive Directors are Mr. Choi King Ting, Charles, Mr. Choi Ching Shing and Ms. Li Li Mei; and the independent non-executive Directors are Mr. Lai Kwok Hung, Alex, Mr. Yeung Chuen Chow, Thomas and Mr. Cüneyt Bülent Bilâloğlu.