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**SITOIY GROUP HOLDINGS LIMITED**

時代集團控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1023)**

**POSITIVE PROFIT ALERT**

This announcement is made by Sitoy Group Holdings Limited (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 of 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 a preliminary review of the Group’s unaudited interim condensed consolidated financial statements for the six months ended 31 December 2025 and other information currently available to the Board, the Group is expected to record a profit attributable to the owners of the Company for the six months ended 31 December 2025 of not less than HK\$12,000,000, as compared to a loss attributable to owners of the Company of approximately HK\$67,083,000 for the corresponding period in 2024. The turnaround is mainly due to 1) the fact that the one-off significant loss incurred in the same period last year due to the termination of the Cole Haan Business (as defined in the announcement of the Company dated 26 November 2024) did not recur in the current period; and 2) the stabilised Hong Kong commercial property market, and hence no major fair value changes were expected to be recorded in respect of the investment properties.

The revenue from manufacturing business segment for the six months ended 31 December 2025 is expected to increase slightly when compared to the segment revenue of approximately HK\$491,410,000 for the corresponding period in 2024. However, it is expected to record a decline in segment profit before tax for the six months ended 31 December 2025 as compared to a segment profit before tax of approximately HK\$33,537,000 for the corresponding period in 2024. This is mainly because the appreciation of Renminbi against United States dollar had eroded the gross profit margin of the manufacturing business segment.

The revenue from retail business segment for the six months ended 31 December 2025 is expected to decrease when compared to the segment revenue of approximately HK\$315,691,000 for the corresponding period in 2024 because of the termination of the Cole Haan Business. However, it is expected to record segment profit before tax for the six months ended 31 December 2025 as compared to the segment loss before tax of approximately HK\$84,970,000 for the corresponding period in 2024. The turnaround is mainly due to the fact that the one-off significant loss of approximately HK\$83,568,000 incurred in the same period last year due to the Group's termination of the Cole Haan Business did not recur in the current period. For details of the termination of the Cole Haan Business, please refer to the announcements of the Company dated 26 November 2024, 7 February 2025 and 19 September 2025 respectively.

The revenue from property investment segment for the six months ended 31 December 2025 is expected to remain steady when compared to the segment revenue of approximately HK\$6,609,000 for the corresponding period in 2024. It is expected to record segment profit before tax for the six months ended 31 December 2025 as compared to the segment loss before tax of approximately HK\$761,000 for the corresponding period in 2024 as no major fair value changes were expected to be recorded during the six months ended 31 December 2025.

The Company is still in the process of finalising the interim condensed consolidated financial statements of the Group for the six months ended 31 December 2025. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the information currently available, which has not been reviewed or audited by the external auditors and the audit committee of the Company and may be subject to change, and the actual results of the Group for the six months ended 31 December 2025 may be different from what is disclosed herein. Shareholders and potential investors of the Company are advised to refer to the Group's interim results announcement for the six months ended 31 December 2025 to be published in due course.

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

By order of the Board  
**Sitoy Group Holdings Limited**  
**Yeung Michael Wah Keung**  
*Chairman*

Hong Kong, 9 February 2026

*As at the date of this announcement, the executive directors of the Company are Mr. Yeung Michael Wah Keung, Dr. Yeung Wo Fai, Mr. Yeung Andrew Kin and Mr. Chan Tung Chit; and the independent non-executive directors of the Company are Mr. Yeung Chi Tat, Ms. Lee Pao Yue and Ms. So Sze Wan, Lisa.*