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WISE ALLY

Wise Ally International Holdings Limited

麗年國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9918)

PROFIT WARNING

This announcement is made by the board (the “**Board**”) of directors of Wise Ally International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09(2)(a) of the Listing Rules.

The Board would like to inform the shareholders and potential investors of the Company that, based on the preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2025, the Group is expected to record a net profit attributable to equity holders of the Company of not less than HK\$12.0 million for the six months ended 30 June 2025, as compared with a net profit of approximately HK\$15.7 million for the corresponding period in 2024. The expected net profit was achieved with the one-off gain of approximately HK\$23.2 million derived from the fair value changes of financial asset at fair value through profit or loss for the six months ended 30 June 2025, which is attributable to the Company’s full receipt of the outstanding principal amount and accrued interest of Company’s investment in the convertible bond issued by Talentone Technology Limited as disclosed in the announcement of the Company dated 10 February 2025 and the annual report of the Company for the year ended 31 December 2024.

The Company also draws the attention of shareholders and potential investors of the Company that the Group is expected to record a decrease in revenue of the Group for the six months ended 30 June 2025 by approximately 16.6% as compared to that of the corresponding period in 2024, since the Group’s revenue was pressurized by reduction in customer orders, compounded by the adverse effects of uncertainties surrounding U.S. tariff policies. The uncertainty surrounding the scope, scale and duration of these tariffs has created a cautious approach among customers, resulting in their delayed or reduced purchasing decisions. This has contributed to a broader slowdown in economic activity, resulting in further dampening the Group’s revenue performance during the period.

As the Company is still in the process of finalising the results of the Group for the six months ended 30 June 2025, the information contained in this announcement is only a preliminary assessment by the Board according to the unaudited management accounts of the Group and is not based on any information or figures that have been audited or reviewed by auditors of the Company. Therefore, the actual results of the Group for the six months ended 30 June 2025 may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Group for the six months ended 30 June 2025 which is expected to be published by the end of August 2025.

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

By order of the Board
Wise Ally International Holdings Limited
Chu Wai Hang Raymond
Chairman, Executive Director and Chief Executive Officer

Hong Kong, 31 July 2025

As at the date of this announcement, the executive Directors are Mr. Chu Wai Hang Raymond, Mr. Chu Man Yin Arthur Newton and Mr. Lau Shui Fung; and the independent non-executive Directors are Ms. Elizabeth Law, Mr. Lee Wa Lun Warren and Mr. Szeto Yuk Ting.