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CHINA SHUN KE LONG HOLDINGS LIMITED

中國順客隆控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 974)

PROFIT WARNING ANNOUNCEMENT

This announcement is made by China Shun Ke Long Holdings 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment by the Group’s management on the unaudited consolidated management accounts of the Group, it is expected that the Group will record a net loss within the range from RMB12 million to RMB18 million for the year ended 31 December 2025 (“**FY2025**”), as compared to the net loss of approximately RMB68.198 million for the year ended 31 December 2024 (“**FY2024**”).

Based on the information currently available, the decrease in net loss for FY2025 was primarily due to (i) the Company’s proactive implementation of cost reduction and efficiency enhancement measures during the year; (ii) the optimisation, closure, or refranchise of underperforming retail outlets; and (iii) the Company’s active development of incremental group buying business; which collectively resulted in the decrease in the overall net loss.

The Company is still in the process of finalising the full-year results of the Group for FY2025. The information contained in this announcement is only based on the preliminary review by the Group’s management on the unaudited consolidated management accounts of the Group for FY2025 and is not based on any figures or information that has been audited or reviewed by the auditor of the Company. Therefore, the Group’s actual results for FY2025 may be subject to amendments and adjustments where necessary. The full-year results announcement of the Group for FY2025 is expected to be published in late March 2026.

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

By order of the Board
China Shun Ke Long Holdings Limited
PANG HUI
Company Secretary

Hong Kong, 9 March 2026

As at the date of this announcement, the executive directors are Mr. Wang Rengang and Ms. Wang Hui; the non-executive director is Ms. Du Jing; and the independent non-executive directors are Mr. Cheng Hok Kai Frederick, Mr. Gao Jingyuan and Mr. Ng Hoi.