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## **Dragon King Group Holdings Limited**

**龍皇集團控股有限公司**

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

**(Stock Code: 8493)**

### **PROFIT WARNING**

This announcement is made by Dragon King Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the “**FY2024**”) and the information currently available to the Board, the Group is expected to record a net loss of approximately HK\$27 million to HK\$28 million for the FY2024 as compared to a net profit of approximately HK\$1.4 million recorded for the year ended 31 December 2023 (the “**FY2023**”).

The Board considers that the expected turnaround of financial results from a net profit for the FY2023 to a net loss for the FY2024 was mainly result from the decrease in revenue and the increase in other operating expenses for the FY2024 compared to the FY2023 and which was mainly due to the following reasons:

- (i) the consumption habits of consumers traveling south have changed, they prefer to social media shot at internet-famous site, in-depth tourism and go and forth on the same day. Coupled with the low local consumption intentions of Hong Kong people as the new trend of them tripping north continues upsurge, the structure of the entire catering market and the consumption habits in Hong Kong are changing;
- (ii) the rising food prices and wages caused by global inflation, which resulted in escalating operation cost and placed a heavy burden on operating conditions; and

(iii) the Group had closed down of two restaurants during the first half of FY2024 due to the expiration of the rental agreements.

As at the date of this announcement, the Company is still in the process of finalising its unaudited consolidated financial results of the Group for the FY2024. The information contained in this announcement is only based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the FY2024 and the information currently available to the Board, which have not been finalised or reviewed by the auditor as well as the audit committee of the Company. As such the actual results for the FY2024 is subject to further adjustments, Shareholders and potential investors must exercise caution when using the information contained in this announcement to evaluate the financial performance of the Group.

Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for the FY2024 which is expected to be published in late March 2025 and the subsequent publication of the 2024 annual report of the Company in accordance with the requirements of the GEM Listing Rules.

**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  
**Dragon King Group Holdings Limited**  
**Li Tao**  
*Executive Director*

Hong Kong, 20 March 2025

*As at the date of this announcement, the Board comprises Mr. Li Tao as executive Director; Ms. Shen Taiju as non-executive Director; and Mr. Lo Shing Shan, Mr. Chow Yik and Mr. Tsung Ching Fung as independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Listed Company Information” page of the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) for at least 7 days from the day of its publication and on the website of the Company.*