Helens International Holdings Company Limited
海倫司國際控股有限公司
(A company incorporated in the Cayman Islands with limited liability)
(Hong Kong Stock Code: 9869)
(Singapore Stock Code: HLS)

PROFIT WARNING

This announcement is made by Helens International Holdings Company 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 (the "**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 the preliminary review of the unaudited management accounts of the Group for the six months ended June 30, 2026 ("**6M 2026**") and the information currently available to the Board, it is expected that:

(i) the revenue of the Group will be within a range from approximately RMB220.00 million to RMB260.00 million for the six months ended June 30, 2026, as compared to the revenue of the Group for the six months ended June 30, 2025 ("**6M 2025**") of approximately RMB291.15 million. The decrease in revenue for 6M 2026 was mainly attributable to the fact that the number of self-operated bars in operation for 6M 2026 decreased as compared with 6M 2025 and that the bar revenue performance for 6M 2026 declined as compared with that for 6M 2025, due to the fluctuations in the market environment;

(ii) the adjusted net profit of the Group, which is a non-HKFRS measure, for 6M 2026, will be within a range of approximately RMB22.00 million to RMB26.00 million, as compared with the adjusted net profit of the Group for 6M 2025 of approximately RMB54.83 million (calculated as set out below in this announcement); and

(iii) the Group will record net profit in the range of approximately RMB12.00 million to RMB16.00 million for 6M 2026, as compared to net profit of approximately RMB50.33 million for 6M 2025. The decrease in net profit was mainly attributable to the decrease in operating revenue for 6M 2026 and the implementation of a new pricing structure in April 2026, which involved price reductions across all alcoholic beverages, while existing inventory under the original supply chain needed to be consumed and the design and production cycle of inventory under the new supply chain was subject to a time lag.

The Board wishes to highlight that "adjusted net profit/(loss)" is not defined under the Hong Kong Financial Reporting Standards ("**HKFRS**"). It is defined by the Group as profit/(loss) for the year adjusted by adding back impairment loss of office properties and Losses from Bars Optimisation and Adjustment. The management of the Company believes that the presentation of such non-HKFRS measure when shown in conjunction with the corresponding HKFRS measures provides useful information to investors and management in facilitating a comparison of our operating performance from period to period by eliminating potential impacts of certain non-operational or non-recurring expenses that do not affect the ongoing operating performance of the Company, including Losses from Bars Optimisation and Adjustment. Such non-HKFRS measure allows investors to consider metrics used by our management in evaluating our performance. The use of the non-HKFRS measure as an analytical tool has limitations, and Shareholders and potential investors should not consider it in isolation from, or as a substitute for or superior to analysis of, our results of operations or financial condition as reported under HKFRS. In addition, such non-HKFRS measure may be defined differently from similar terms used by other companies and therefore may not be comparable to similar measures presented by other companies.

As of the date of this announcement, the Company is still in the process of finalising the consolidated interim results of the Group for 6M 2026. The information contained in this announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the Board, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company or the audit committee of the Board. The actual results of the Group for 6M 2026 may differ from the information contained in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the interim results of the Group for 6M 2026, which is expected to be released in August 2026.

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

By Order of the Board
Helens International Holdings Company Limited
Mr. Xu Bingzhong
Chairman of the Board

Hong Kong and Singapore, August 4, 2026

As at the date of this announcement, the executive Directors are Mr. Xu Bingzhong, Ms. Cai Wenjun, Mr. He Daqing and Ms. Lei Xing, and the independent non-executive Directors are Mr. Li Dong, Mr. Wang Renrong and Mr. Ler Soon Hock Leonard.