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**CHOW SANG SANG HOLDINGS INTERNATIONAL LIMITED**

**周生生集團國際有限公司\***

*(Incorporated in Bermuda with limited liability)*

**Stock code: 116**

**INSIDE INFORMATION -  
ESTIMATED PROFIT INCREASE  
FOR THE YEAR ENDED 31 DECEMBER 2025**

This announcement is made by Chow Sang Sang Holdings International Limited (the “Company” and, 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “Board”) of the Company would like to inform the shareholders of the Company (the “Shareholders”) and potential investors that the results of the Group for the year ended 31 December 2025 (“FY2025”) are expected to record a profit attributable to owners of the Company from continuing operations between HKD1,600 million and HKD1,700 million as compared with HKD772 million for the year ended 31 December 2024. The increase could be attributed to:

- Improved sales in the key markets comprising Chinese Mainland, Hong Kong, Macau and Taiwan, especially in the second half of 2025
- Higher gross profit margin resulting from favourable gold price movements as well as the higher proportion of fixed-price gold jewellery in the sales
- Lower operating costs realised by the ongoing optimisation of the retail network

As the audited consolidated financial results of the Group for FY2025 are still being processed, the information contained in this announcement is an assessment based on the Group’s management accounts for FY2025 which have not been audited or reviewed, by the auditor or the audit committee of the Company, and is therefore subject to change. An annual results announcement of the Company for FY2025 will be published on 26 March 2026.

\* *For identification purpose only*

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

By order of the Board  
**Vincent CHOW Wing Shing**  
*Chairman*

Hong Kong, 16 March 2026

As at the date of this announcement, the Executive Directors of the Company are Mr. Vincent CHOW Wing Shing, Dr. Gerald CHOW King Sing, Mr. Winston CHOW Wun Sing and Ms. Genevieve CHOW Karwing; the Non-executive Director is Mr. Stephen TING Leung Huel; and the Independent Non-executive Directors are Dr. CHAN Bing Fun, Mr. LEE Ka Lun, Dr. LO King Man, Mr. Stephen LAU Man Lung, Mr. HSU Rockson and Ms. PI Fang.