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MATRIX HOLDINGS LIMITED

美力時集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 1005)

PROFIT ALERT – REDUCTION IN LOSS

This announcement is made by Matrix Holdings Limited (the “**Company**”, 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 “**SFO**”).

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 a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the “**Period**”) and the information available to the Board, it is expected to record a loss attributable to owners of the Company ranging from approximately HK\$10 million to HK\$15 million for the Period, as compared with a loss attributable to owners of the Company of approximately HK\$84.5 million for the six months ended 30 June 2024.

Based on the information currently available, the anticipated reduction in the loss is primarily attributable to increased revenue driven by expanded market penetration in the US market as compared to the corresponding period last year, and a decrease in the Group’s administrative and distribution expenses due to cost-saving measures. These measures are a result of the Group’s proactive review and streamlining of its cost structure, aimed at achieving improved capital efficiency across its operations.

The information in this announcement is only based on the preliminary assessment by the management of the Company after reviewing and considering the unaudited consolidated result of the Group. The consolidated unaudited interim results of the Group for the Period have not yet been finalized. Therefore, the actual results of the Group for the Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the interim results announcement of the Group for the Period which is expected to be published on 26 August 2025, for details of the performance of the Group.

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
Cheng Yung Pun
Chairman

Hong Kong, 20 August 2025

As at the date of this announcement, the Board consists of Mr. Cheng Yung Pun, Mr. Cheng King Cheung, Ms. Yip Hiu Har and Ms. Shirley Marie Price as executive directors; Mr. Mak Shiu Chung, Godfrey, Mr. Heng Victor Ja Wei and Mr. Chui Ka Hing as independent non-executive directors.

** For identification purpose only*