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**MAGNIFICENT HOTEL
INVESTMENTS LIMITED**

*(Incorporated in Hong Kong
with limited liability)*

(Stock Code: 201)



**SHUN HO PROPERTY
INVESTMENTS LIMITED**

*(Incorporated in Hong Kong
with limited liability)*

(Stock Code: 219)



**SHUN HO HOLDINGS
LIMITED**

*(Incorporated in Hong Kong
with limited liability)*

(Stock Code: 253)

**JOINT ANNOUNCEMENT
POSITIVE PROFIT ALERT AND PROFIT WARNING**

This announcement is jointly made by Magnificent Hotel Investments Limited (“MHI”), Shun Ho Property Investments Limited (“SHP”) and Shun Ho Holdings Limited (“SHH”) (collectively the “Companies” and, together with their respective subsidiaries, the “Groups”) 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 (Cap. 571, Laws of Hong Kong).

The boards of directors (the “Boards”) of the Companies wish to inform the shareholders of the Companies and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Groups for the six months ended 30 June 2025 (“2025 Interim Period”) and information currently available, it is expected that the approximate change in net profit of MHI, SHP and SHH for 2025 Interim Period as compared to that for the six months ended 30 June 2024 (“2024 Interim Period”) is as follows:

	Positive Profit Alert		Profit Warning			
	<u>MHI</u>		<u>SHP</u>		<u>SHH</u>	
	2025 Interim Period <i>HK\$ million</i>	2024 Interim Period <i>HK\$ million</i>	2025 Interim Period <i>HK\$ million</i>	2024 Interim Period <i>HK\$ million</i>	2025 Interim Period <i>HK\$ million</i>	2024 Interim Period <i>HK\$ million</i>
Net profit after tax attributable to owners of the company before revaluation and depreciation	No less than 59 (> +40%)	42	No less than 78 (> +28%)	61	No less than 38 (> +27%)	30
Revaluation and depreciation	(75)	(74)	(217)	(154)	(118)	(84)
Net loss after tax attributable to owners of the company after revaluation and depreciation	No more than (16)	(32)	No more than (139)	(93)	No more than (80)	(54)

The increase in expected net profit after tax attributable to owners of the Companies **before revaluation and non-cash depreciation** (MHI: HK\$59 million (+HK\$17 million/ +40%); SHP: HK\$78 million (+HK\$17 million/ +28%); SHH: HK\$38 million (+HK\$8 million/ +27%), approximately) for 2025 Interim Period as compared to 2024 Interim Period is primarily attributable to (i) increase in hotel revenue; (ii) decrease in operating costs of hotels; and (iii) decrease in finance costs, despite such increase, the expected net profit after tax attributable to owners of SHP and SHH **after revaluation and non-cash depreciation** for 2025 Interim Period decreased as compared to 2024 Interim Period due to non-cash property valuations drop under weak property market.

The information contained in this announcement is based on the preliminary assessment of the financial information currently available to the Groups. Such information has not been reviewed by the Companies' auditor and therefore may be different from the interim results finally published. The 2025 interim results of the Groups are expected to be announced in August 2025.

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

By Order of the Board
**Magnificent Hotel
Investments Limited**

By Order of the Board
**Shun Ho Property
Investments Limited**

By Order of the Board
**Shun Ho Holdings
Limited**

Koo Ching Fan
Company Secretary

Koo Ching Fan
Company Secretary

Koo Ching Fan
Company Secretary

Hong Kong, 19 August 2025

As at the date hereof, the Board of each of MHI, SHP and SHH comprises four Executive Directors, namely, Mr. William Cheng Kai Man (Chairman), Mr. Albert Hui Wing Ho, Madam Kimmy Lau Kam May and Madam Ng Yuet Ying; one Non-executive Director, namely, Madam Mabel Lui Fung Mei Yee; and three Independent Non-executive Directors, namely, Mr. Chan Kim Fai, Mr. Lam Kwai Cheung and Mr. Warren Liu Yuk Cho.