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(incorporated in Bermuda with limited liability)

(Stock Code: 585)

POSITIVE PROFIT ALERT

This announcement is made by Imagi International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as 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 (Chapter 571 of the Laws of Hong Kong).

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 the preliminary assessment of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2025 (the "Period") and the information currently available, the Company expects to record an unaudited consolidated net profit of approximately HK\$4 million. This represents an improvement compared to the unaudited consolidated net loss of approximately HK\$11 million for the corresponding period ended 30 June 2024 (the "Previous Period").

The expected turnaround in financial results from a loss for the Previous Period to a profit for the Period is primarily attributable to the following factors:

- (i) a reversal of impairment allowances on margin loans receivable and loans receivable, compared to impairment allowances recorded for the Previous Period; and
- (ii) a turnaround of changes in fair value of listed investments classified as held-for-trading, moving from unrealised losses for the Previous Period to unrealised gain for the Period.

The Company is currently finalising its interim results for the Group for the Period. The information contained in this announcement is based on a preliminary review and assessment by the management of the Company, referencing the unaudited consolidated management accounts for the Period and the information currently available. As such, the actual results of the Group may be subject to adjustments. Shareholders and potential investors of the Company are advised to read carefully the interim results announcement for the Period, expected to be published in August 2025, along with the subsequent publication of the 2025 interim report of the Company.

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

Imagi International Holdings Limited

Kitchell Osman Bin

Chairman

Hong Kong, 12 August 2025

At the date of this announcement, the Board comprises the following directors:

Executive directors: Independent non-executive directors:

Mr. Kitchell Osman Bin (Chairman) Mr. Chan Hak Kan Ms. Choi Ka Wing Ms. Liu Jianyi Mr. Shimazaki Koji Mr. Miu Frank H.