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## **Herbs Generation Group Holdings Limited**

### **草姬集團控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 2593)**

### **PROFIT WARNING**

This announcement is made by Herbs Generation Group Holdings 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the latest available financial information of the Group, the Group expects to record a net loss of not less than approximately HK\$23 million for the year ended 31 December 2025 (the “**Reporting Period**”), as compared to a net profit of approximately HK\$13.0 million for the year ended 31 December 2024. Such change was mainly due to (i) the decrease in the Group’s revenue and gross profit during the Reporting Period which was largely attributed to more promotional sales offered during the Reporting Period; (ii) the increase in advertising and promotion expenses (including but not limited to online advertising, offline advertising and engagement of entertainers and KOLs) during the Reporting Period; and (iii) the increase in staff costs during the Reporting Period.

The Company is still in the process of preparing the financial results of the Group for the Reporting Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts together with any information currently available to the Company (which has not been audited or reviewed by the auditors of the Company or the audit committee of the Company). The actual financial results of the Company for the Reporting Period may therefore be different from those disclosed in this announcement. Further details on the financial results and performance of the Group for the Relevant Period will be disclosed in the Company’s annual results announcement, which is expected to be published by the end of March 2026 in accordance with the Listing Rules.

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

By order of the Board  
**Herbs Generation Group Holdings Limited**  
**Kwok Chi Yan Gammy**  
*Chairlady*

Hong Kong, 9 March 2026

*As at the date of this announcement, the Board comprises (i) Ms. Kwok Chi Yan Gammy, Mr. Li Yat Sing Petras and Ms. Young Yuen Pik as executive Directors; (ii) Mr. Kwok Chun On as non-executive Director; and (iii) Professor Chan Chi Fai Andrew, SBS, JP, Mr. Lam Yiu Por and Dr. Tsang Hing Lim Kenneth as independent non-executive Directors.*