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上海先鋒控股有限公司 Shanghai Pioneer Holding Ltd

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 01345)

INSIDE INFORMATION PROFIT WARNING

This announcement is made by Shanghai Pioneer Holding Ltd (the “**Company**”, and 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby informs the shareholders and potential investors of the Company that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2025 (the “**Reporting Period**”), the Group is expected to record a decrease in net profit of approximately 45% to 48% for the Reporting Period as compared to RMB87.9 million for the same period last year. Such decrease was mainly due to the significant decrease in government grants received by the Group during the Reporting Period as compared to that of the same period last year (a decrease of over RMB30.0 million).

The information contained in this announcement is a preliminary assessment made by the Board only based on the reference to the financial information currently available, which is not yet finalised and has not been reviewed or audited by the independent auditor of the Company nor reviewed by the audit committee of the Board, and therefore, adjustments may be made as appropriate. The actual consolidated results of the Group for the Reporting Period will be announced at the end of August 2025 and may differ from the information contained in this announcement.

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
Shanghai Pioneer Holding Ltd
LI Xinzhou
Chairman

Hong Kong, 12 August 2025

As at the date of this announcement, the Directors are Mr. LI Xinzhou, Mr. YANG Yuewen and Mr. ZHANG Quan as executive Directors, Ms. HU Mingfei as a non-executive Director and Mr. ZHANG Hong, Mr. LAI Chanshu and Mr. ZHANG Changhai as independent non-executive Directors.