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**英皇娛樂酒店有限公司**  
**Emperor Entertainment Hotel Limited**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 296)**

**POSITIVE PROFIT ALERT**

This announcement is made by Emperor Entertainment Hotel Limited (“**Company**” together with its subsidiaries collectively referred to as “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (“**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 profit of not less than HK\$10.0 million (2022: net loss of HK\$190.9 million) for the six months ended 30 September 2023 (“**Period**”). The Group achieved a turnaround during the Period was mainly because (i) its total revenue significantly increased by approximately 240%, which was driven by the revival of the number of visitor arrivals as well as the recovery of hospitality and entertainment demand; and (ii) it expects to record a fair value gain (2022: fair value loss) on investment properties for the Period.

As the Group’s unaudited interim results for the Period (“**Interim Results**”) have not yet been finalized, the information contained in this announcement is only based on the information currently available. Publication of the Interim Results is scheduled to be made in late November 2023.

**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  
**Emperor Entertainment Hotel Limited**  
**Luk Siu Man, Semon**  
*Chairperson*

Hong Kong, 24 October 2023

As at the date of this announcement, the Board comprises:

*Non-executive Director:* Ms. Luk Siu Man, Semon

*Executive Directors:* Mr. Wong Chi Fai  
Ms. Fan Man Seung, Vanessa

*Independent Non-executive Directors:* Ms. Kwan Shin Luen, Susanna  
Ms. Lai Ka Fung, May  
Mr. Yeung Man Sun