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TIAN CHANG GROUP HOLDINGS LTD.

天長集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2182)

PROFIT WARNING

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

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 and the information currently available to the Board, the Group expects to record a decrease in revenue for the year ended 31 December 2023 by not less than 30% from HK\$1,143.9 million; and a decrease in net profit for the year ended 31 December 2023 by not less than 60% from HK\$105.9 million as compared to the year ended 31 December 2022.

The Board considers that the expected decrease in revenue and net profit are mainly attributable to the decrease in sales of electronic cigarettes (the “**e-cigarettes**”) products. As disclosed in the Company’s public announcements dated 14 March 2022, 14 June 2023 and 12 January 2024, with the removal of the exclusivity term with the major customer of e-cigarettes products, the number of sales orders for e-cigarettes products decreased during the year.

The information contained in this announcement is based on the preliminary information available to the Board and the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 which has not been reviewed nor audited by the auditor of the Company. The information currently available to the Board has not been discussed with the auditor of the Company.

The financial results of the Group for the year ended 31 December 2023 will be announced by the Group by the end of March 2024 in accordance with the required reporting timetable under the Listing Rules.

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

By Order of the Board
TIAN CHANG GROUP HOLDINGS LTD.
CHAN Tsan Lam
Chairman

Hong Kong, 23 February 2024

As at the date of this announcement, the Board comprises Mr. Chan Tsan Lam, Ms. Poon Po Han Lisa and Ms. Chan Yin Yan as executive directors; and Mr. Ng Chi Wai, Mr. Hung Chun Leung and Mr. Chan Bing Kai as independent non-executive directors.