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BEST PACIFIC

Best Pacific International Holdings Limited

超盈國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2111)

INSIDE INFORMATION ANNOUNCEMENT POSITIVE PROFIT ALERT

This announcement is made by the board of Directors (the “**Board**”) of Best Pacific International Holdings Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**” or “**we**”) 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Following a preliminary review of the information currently available to the Board, which includes, but without limitation to, the unaudited consolidated management accounts of the Group for the five months ended 31 May 2024, the Board wishes to inform the shareholders of the Company and potential investors that, the Group is expected to record a net profit attributable to owners of the Company of not less than HK\$260 million for the six months ending 30 June 2024 (“**HY 2024**”), as compared to a net profit attributable to owners of the Company of approximately HK\$138.6 million for the six months ended 30 June 2023 (“**HY 2023**”). The Group’s overall sales were negatively impacted by a more cautious approach adopted by our international brand customers in regard to order placements amid the market uncertainties and their relatively high inventories levels during the first half of 2023, while our production and sales had rebounded since the latter part of 2023 due to a growing confidence in economic recovery and the associated restocking initiatives by our customers. Such restocking initiatives had resulted in a consistent uptick in sales orders across our diverse customer base throughout the first half of 2024. The improvement in the net profit of the Group for HY 2024, as compared to HY 2023, was mainly attributable to the increase in the overall revenue of the Group for HY 2024, as well as the expected positive impacts from better economies of scale and the continual improved financial performance of our production sites in Sri Lanka. The Group had also adopted a more stringent approach to control costs which included raw material costs, finance costs and other operating costs.

The Company will prepare its financial results for HY 2024. The Board would like to point out that this announcement and the above mentioned figures are only based on the Company's preliminary evaluation of the available unaudited financial information of the Group and other information currently available to the Board, which have not been audited nor reviewed by the auditor or the audit committee of the Company, and may be subject to adjustments and changes. The actual financial results for HY2024 of the Group may be different from those disclosed in this announcement. The financial results of the Group for HY 2024 will only be ascertained after the relevant results have been finalised.

Detailed financial information and performance of the Group will be disclosed in the Company's interim results announcement for HY 2024, which is expected to be published by the end of August 2024.

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
Best Pacific International Holdings Limited
Lu Yuguang
Chairman and executive Director

Hong Kong, 25 June 2024

As at the date of this announcement, the Board comprises Mr. Lu Yuguang, Mr. Zhang Haitao, Mr. Wu Shaolun, Ms. Zheng Tingting, Mr. Chan Yiu Sing, Mr. Lu Libin, Mr. Cheung Yat Ming, Mr. Kuo Dah Chih, Stanford* and Mr. Lam Yin Shing, Donald*.*

* *Independent non-executive Director*