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MI MING MART HOLDINGS LIMITED

彌明生活百貨控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8473)

PROFIT WARNING

This announcement is made by Mi Ming Mart Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2024, the Group’s net profit for the period is expected to decrease by approximately 46% as compared to that for the six months ended 30 September 2023.

Despite improvements in other income, gains and losses, and reductions in selling and distribution expenses as well as administrative and operating expenses, the net profit of the Group for the six months ended 30 September 2024 has declined as compared to the corresponding period in 2023. This decline was mainly attributable to the decrease in the Group’s retail sales in general mainly as a result of the decrease in sales of the Group’s skincare products and food and health supplements.

As the Company is still in the course of finalising its interim results of the Group for the six months ended 30 September 2024, the information contained in this announcement is only a preliminary assessment by the Board based on the information currently available and the unaudited consolidated management accounts of the Group for the six months ended 30 September 2024, and have not been reviewed by the Audit Committee of the Board and the Company's auditors. The information set out in this announcement is therefore subject to finalisation and adjustment (if necessary). The interim results of the Group for the six months ended 30 September 2024 are scheduled to be considered and approved by the Board and published on or around 25 November 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
Mi Ming Mart Holdings Limited
Yuen Mi Ming Erica
*Chairlady, Chief Executive Officer and
Executive Director*

Hong Kong, 31 October 2024

As at the date of this announcement, the Executive Directors of the Company are Ms. Yuen Mi Ming Erica (Chairlady) and Ms. Yuen Mimi Mi Wahng, the Non-executive Directors are Mr. Cheung Siu Hon Ronald and Mr. Lam Yue Yeung Anthony and the Independent Non-executive Directors are Ms. Chan Sze Lai Celine, Ms. Tsang Wing Yee and Ms. Wong Yuen Kwan.

*This announcement, for which the directors of the Company (the “**Directors**”) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

This announcement will remain on the “Latest Listed Company Information” page on the GEM website at www.hkgem.com for a minimum period of 7 days from the date of its publication and on the website of the Company at www.mimingmart.com.