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Asia Pioneer Entertainment Holdings Limited

亞洲先鋒娛樂控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8400)

POSITIVE PROFIT ALERT

This announcement is made by Asia Pioneer Entertainment 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 of Hong Kong Limited (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 (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the information currently available:

- (i) the Group is expected to record a revenue of approximately HK\$34.0 million for the six months ended 30 June 2026 (the “**Period**”), an increase of approximately 47.3% as compared to a revenue of approximately HK\$23.0 million for the six months ended 30 June 2025 (the “**Corresponding Period**”);
- (ii) the Group’s profit and total comprehensive income for the Period surged to between approximately HK\$2.2 million and HK\$2.4 million, compared to approximately HK\$24,959 in the Corresponding Period.

Based on the information currently available, the Board is of the view that the expected increase in revenue and profit and total comprehensive income for the Period was primarily driven by an uptick in customer demand in (EGE) Electronic Gaming Equipment.

As at the date of this announcement, the Company is still in the process of preparing and finalizing the financial results of the Group for the Period. The information contained in this announcement is only based on a preliminary assessment made by the Board with reference to, among the others, the unaudited consolidated management accounts for the Group for the Period, which have not been reviewed or audited by the Company's auditors or the audit committee of the Company, and the interim results of the Group for the Period may be different from what is disclosed herein. Shareholders and investors are advised to read carefully the interim results announcement of the Company for the Period, which is expected to be published by the end of August 2026.

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

By order of the Board
Asia Pioneer Entertainment Holdings Limited
HUIE, Allen Tat Yan
Chairman and Executive Director

Hong Kong, 7 August 2026

As at the date of this announcement, the executive Directors are Mr. HUIE, Allen Tat Yan (Chairman), Mr. NG Man Ho Herman (Chief Executive Officer), Mr. CHAN Chi Lun (Chief Financial Officer) and Ms. Maria Fatima FRANCISCO FREIRE GARCIA; and the independent non-executive Directors are Mr. CHOI Kwok Wai, Mr. MA Chi Seng and Mr. HO Kevin King Lun.

*This announcement, for which the directors of the Company (the “**Directors**”) collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 Company Announcements” page of the website of the Stock Exchange at (www.hkexnews.hk) for at least 7 days from the date of its publication. This announcement will also be published on the website of the Company (www.apemacau.com).