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AEON STORES (HONG KONG) CO., LIMITED

永旺(香港)百貨有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 984)

PROFIT WARNING

This announcement is made by AEON Stores (Hong Kong) Co., Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Cap.571, Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited management accounts of the Group for the year ended 31 December 2024 and the information available for the time being, the Group will record a loss attributable to shareholders of approximately HK\$340 million to HK\$380 million as compared with the loss attributable to shareholders of HK\$189 million in the corresponding period in 2023.

The Board considers the increase in loss was mainly attributed by a confluence of adverse factors including an increase in outbound travel and spending by local residents, a shift in the consumption patterns of mainland tourists visiting Hong Kong, which has impacted customer traffic in stores; as well as persistently high Hong Kong dollar interest rates during the reporting period, affecting Hong Kong’s capital market and property market and dampening local consumers’ spending sentiment.

The information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group and the information available for the time being. Such information has not been audited or reviewed by the auditors of the Company and may be subject to change. The audited results of the Group for the year ended 31 December 2024 are expected to be announced by the Company by end of March 2025.

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

By order of the Board
AEON Stores (Hong Kong) Co., Limited
Toshiya GOTO
Chairman

Hong Kong, 28 January 2025

As at the date of this announcement, the Executive Directors are Mr. Takenori Nagashima and Mr. Shinya Hisanaga; the Non-executive Directors are Mr. Toshiya Goto, Mr. Hiroyuki Inohara, Mr. Kenji Fujita and Mr. Yasutoshi Yokochi; and the Independent Non-executive Directors are Mr. Chow Chi Tong, Mr. Hideto Mizuno and Ms. Shum Wing Ting.