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**ZENSUN ENTERPRISES LIMITED**

**正商實業有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 185)**

## **PROFIT ALERT – REDUCTION IN LOSSES**

This announcement is made by Zensun Enterprises Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Board and a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the “**Reporting Period**”), the Group is expected to record a net loss ranging from approximately RMB460 million to RMB620 million, as compared to the net loss of approximately RMB1.6 billion for the six months ended 30 June 2024. Based on the information currently available to the Board, the Board considers that the decrease in net loss for the Reporting Period are mainly attributable to the following factors: (i) the accelerated pace of project completion and delivery during the Reporting Period, resulting in a significant year-on-year increase in delivery of saleable/leasable gross floor area and recognised as revenue; and (ii) a reduction in impairment provisions for the Group’s property projects.

The information contained in this announcement is only based on the Board's preliminary assessment of latest unaudited consolidated management accounts of the Group for the Reporting Period, which have not been confirmed or reviewed by the auditors or the audit committee of the Company and are subject to finalisation and adjustments. As at the date of this announcement, the Company is in the process of finalising the consolidated interim results of the Group for the Reporting Period. The actual financial results of the Group for the Reporting Period may be different from the information disclosed in this announcement. The Company expects to publish the announcement on the interim results of the Group for the Reporting Period by end of August 2025 in accordance with the Listing Rules.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company and read the announcement of the interim results of the Group for the Reporting Period carefully when it is published.**

By Order of the Board  
**Zensun Enterprises Limited**  
**Zhang Jingguo**  
*Chairman, Chief Executive Officer  
and Executive Director*

Hong Kong, 22 August 2025

*As at the date of this announcement, the executive Directors are Mr. Zhang Jingguo and Mr. Zhang Guoqiang; the non-executive Director is Ms. Huang Yanping; and the independent non-executive Directors are Mr. Liu Da, Mr. Ma Yuntao and Dr. Li Huiqun.*