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**XIAMEN YAN PALACE BIRD'S NEST INDUSTRY CO., LTD.**  
**廈門燕之屋燕窩產業股份有限公司**

*(A joint stock company incorporated in the People's Republic of China with limited liability)*

**(Stock Code: 1497)**

**PROFIT ALERT**

This announcement is made by Xiamen Yan Palace Bird's Nest Industry Co., Ltd. (廈門燕之屋燕窩產業股份有限公司) (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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025, and taking into account the information currently available to the Board, (i) the Group expected to record revenue of approximately RMB1,000 million to RMB1,059 million for the six months ended June 30, 2025 (the “**2025 Interim Period**”), representing a decrease of up to approximately 6% as compared to the revenue for the corresponding period in 2024, (ii) the Group expected to record net profit of approximately RMB72 million to RMB81 million for the 2025 Interim Period, representing an increase of approximately 20% to 35% as compared to the net profit for the same period in 2024, and (iii) the Group expected to record adjusted net profit<sup>(Note)</sup> of RMB77 million to RMB86 million, representing an increase of approximately 28% to 43% as compared to the adjusted net profit for the corresponding period in 2024.

In 2025, with high-end consumers becoming more conservative, the macro-consumption has entered into a period of structural adjustment, leading to a slight decline in the revenue. The Group continues to uphold its mission of “beauty and wellness, self-care and hospitality”. On one hand, with the firm promotion and deep implementation of edible bird's nests (“**EBN**”) + strategy by the Group, the new product matrix continues expanding to unleash the products' strengths, and in the meantime, new products of +EBN have been launched through major distribution channels successively. On the other hand, with the product innovation driven by technology, the new product series of EBN peptide have been launched to build up the momentum for prospective growth. The management of the Group is confident that the Group will continue to maintain its leading market position for 2025.

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*Note:* The Company's adjusted net profit represents the net profit for the 2025 Interim Period, adjusted to add back equity-settled share-based payment expenses for the corresponding period. Equity-settled share-based payment expenses are adjusted for as they are non-cash in nature.

The Board considers that such an expected increase in net profit is mainly attributable to the following reasons:

1. through the intelligent manufacturing upgrades and process improvements of the new factory, the production efficiency has been steadily increased. This effectively promoted the optimization and upgrades of the cost structure, leading to the improvement of the gross profit margin; and
2. in 2025, in light of the macro-economic situation, the Company proactively adjusted its sales strategy and effectively increased the input-output ratio, in which resulted in a decrease in the selling expense ratio.

The results of the Group for the 2025 Interim Period are subject to finalization and the actual results of the Group for the 2025 Interim Period will be disclosed in the interim results announcement and the interim report of the Company in accordance with the Listing Rules.

The Company would like to remind the Shareholders and potential investors of the Company that the information set out in this announcement is based on a preliminary assessment with reference to the information currently available to the Board and has not been reviewed by the audit committee of the Company and the independent auditor of the Company, respectively, and may differ with the actual interim results for the 2025 Interim Period of the Group. Should there be other matters that will have any further material impact on the expected net profit of the Group for the 2025 Interim Period, further announcement(s) will be made as and when appropriate.

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company and read carefully the interim results announcement of the Company for the 2025 Interim Period, which is expected to be published in August 2025.**

By Order of the Board  
**Xiamen Yan Palace Bird's Nest Industry Co., Ltd.**  
廈門燕之屋燕窩產業股份有限公司  
**HUANG Jian**  
*Chairman and Executive Director*

Hong Kong, July 24, 2025

*As of the date of this announcement, the Board comprises (i) Mr. HUANG Jian, Mr. ZHENG Wenbin, Mr. LI Youquan and Ms. HUANG Danyan as executive Directors; (ii) Mr. LIU Zhen and Mr. WANG Yalong as non-executive Directors; and (iii) Mr. XIAO Wei, Mr. CHEN Aihua and Mr. LAM Yiu Por as independent non-executive Directors.*