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KIDDIELAND™

Kiddieland International Limited

童園國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3830)

POSITIVE PROFIT ALERT

This announcement is made by Kiddieland International 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 shareholders of the Company and potential investors that based on a preliminary review of the Group’s unaudited consolidated management accounts for the six months ended 31 October 2023 (the “**Current Period**”), the revenue of the Group for the said period has increased by approximately 19% as compared to that for the six months ended 31 October 2022 (the “**Last Period**”). The Group is expected to record a profit attributable to owners of the Company of approximately HK\$4.0 to 5.0 million for the Current Period as compared to the net loss attributable to owners of the Company of approximately HK\$36.2 million for the Last Period.

The expected profit recorded in the Current Period was mainly attributable to (i) the increase in revenue in both the Toy Business and Laboratory Equipment Business; (ii) the absence of one-off severance payment incurred due to change of operation model of the Toy Business in the Last Period; (iii) less fixed overheads costs incurred after the change of Toy Business operation; and (iv) the decrease in staff cost and rental expenses.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Current Period and information currently available to the Company, and is not based on any figures or information which have been reviewed or audited by the Company’s auditor. The Company is still in the process of finalising the interim results which are subject to the review and approval by the Company’s Audit Committee and the Board. The interim results are expected to be announced on Monday, 18 December 2023.

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

By Order of the Board
Kiddieland International Limited
Lo Hung
Chairman

Hong Kong, 13 December 2023

As at the date of this announcement, the Board of Directors of the Company comprises Ms. LO Shiu Shan Suzanne, Ms. SIN LO Siu Wai Sylvia, Mr. LO Hung and Ms. LEUNG Siu Lin Esther as the Executive Directors and Mr. MAN Ka Ho Donald, Mr. CHENG Dominic and Mr. SIT Hon Wing as the Independent Non-executive Directors.