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MS CONCEPT LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8447)

PROFIT WARNING

This announcement is made by MS Concept Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of the Stock Exchange (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).

After preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2026 (the "**Period**") and assessment of the information currently available to the board (the "**Board**") of directors (the "**Directors**") of the Company, the Board wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Group is expected to record an unaudited consolidated loss of approximately HK$1.5 million for the Period as compared to the unaudited consolidated profit of approximately HK$3.7 million for the six months ended 30 September 2025 (the "**Corresponding Period**"). To the best of the Directors' knowledge, information and belief having made reasonable enquiries, based on current information available to the Board, the unaudited consolidated loss for the Period was mainly attributable to the decrease in the number of customer visits to our restaurants during the Period, as compared to the Corresponding Period. During the Period, the food and beverage sector experienced a structural downturn as a result from rapid-shifting spending and value-conscious patterns, where consumers are seeking maximum value for money and are actively reducing discretionary spending. Moreover, as cross-border consumption to shop and dine has become the norm for people in Hong Kong, the decreased number of people in the shopping malls and arcades in Hong Kong has therefore affected the number of customer visits to our restaurants.

As the Company is still in the process of finalizing the unaudited consolidated results of the Group for the Period, the information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the Period and information currently available to the Board, and is not based on any data or information which is audited or reviewed by the Company's auditors and audit committee. Actual financial results of the Group may be different from the information disclosed in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the Company in relation to the results of the Group for the Period, which is expected to be published after the Board meeting to be held on Thursday, 19 November 2026.

Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

For and on behalf of the Board
MS Concept Limited
Kwong Tai Wah
Chairman and Executive Director

Hong Kong, 16 November 2026

As at the date of this announcement, the executive Directors of the Company are Mr. Kwong Tai Wah (Chairman and Chief Executive Officer), Ms. Kwong Man Yui (Vice Chairlady) and Mr. Lam On Fai; and the independent non-executive Directors are Mr. Lai Ming Fai Desmond, Dr. Cheng Lee Lung and Mr. Kwok Yiu Chung.

This announcement, for which 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 "Listed Company Information" page of the website of the Stock Exchange (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.mrsteak.com.hk). In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.