Travel Expert (Asia) Enterprises Limited
專業旅運（亞洲）企業有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1235)

PROFIT WARNING

This announcement is made by Travel Expert (Asia) Enterprises Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on currently available information and preliminary review of the unaudited consolidated management accounts of the Group, it is expected that the Group will record a loss attributable to owners of the Company of not more than HK$0.5 million for the six months ended 30 September 2025 (the "**Period**"), as compared to a profit from continuing operations attributable to owners of the Company of approximately HK$3.0 million for the corresponding period in 2024.

The Board considers that the aforesaid turnaround from profit to loss position was primarily attributable to (i) the increase in rental expenses and staff cost under selling and distribution costs during the Period as a result of the increase in number of point of sale for business expansion; (ii) the increase in consultancy fees and staff cost under administration and other operating expenses during the Period as a result of the increase in number of back-office support system development projects in line with the expanding scale of operation; and (iii) the decrease in revenue and gross profit in sales of travel related products during the Period as a result of the negative market sentiment arising from rumours of earthquake in Japan in the first half of 2025. The Group stays focused on taking effective measures in expanding business channels, enhancing brand images strengthening the competitive advantages of the Group.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company according to the unaudited consolidated management accounts of the Group and the information currently available to the Board, which have not been reviewed by the Company's independent auditor and audit committee of the Company and may be subject to adjustments. It is expected that the interim results announcement of the Group for the Period will be published by the Company before the end of November 2025.

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

By order of the Board
Travel Expert (Asia) Enterprises Limited
Ko Wai Ming, Daniel
Chairman

Hong Kong, 18 November 2025

As at the date of this announcement, the Executive Directors of the Company are Mr. Ko Wai Ming, Daniel and Ms. Cheng Hang Fan; and the Independent Non-executive Directors of the Company are Mr. Chau Kwok Wing, Kelvin, Mr. Mak King Sau and Mr. Tse Kam Tim.