Yoho Group Holdings Limited
友和集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2347)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 SEPTEMBER 2024

The board (the "**Board**") of directors (the "**Directors**") of Yoho Group Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") is pleased to announce the unaudited condensed consolidated interim results (the "**Interim Results**") of the Group for the six months ended 30 September 2024 (the "**Reporting Period**" or "**1H24/25**") together with the unaudited comparative figures for the corresponding period in 2023 ("**1H23/24**").

1H24/25 OPERATIONAL HIGHLIGHT

1. Gross merchandise value (the "**GMV**")*(Note 1)* reached approximately HK$432.2 million, representing a decrease in the amount of approximately 0.6% in 1H24/25*(Note 2)* compared to 1H23/24 (1H23/24: approximately HK$434.7 million).
2. Number of registered members*(Note 3)* increased to approximately 1,174,000 as at 30 September 2024 (as at 30 September 2023: approximately 1,048,000).
3. Number of orders intake*(Note 4)* decreased to approximately 224,000 for 1H24/25 (1H23/24: approximately 235,000), with basket value*(Note 5)* per order increased to approximately HK$1,927 for 1H24/25 (1H23/24: approximately HK$1,849).

1H24/25 FINANCIAL HIGHLIGHT

1. Revenue reached HK$387.0 million for 1H24/25, representing a decrease of approximately 2.3% compared to 1H23/24 (1H23/24: approximately HK$396.3 million).
2. Achieved an overall gross profit margin of approximately 15.2% for 1H24/25 (1H23/24: approximately 14.9%).
3. Adjusted net profit*(Note 6)* of approximately HK$11.8 million for 1H24/25 (1H23/24: approximately HK$10.5 million).
4. Net profit of approximately HK$11.2 million for 1H24/25 (1H23/24: approximately HK$10.3 million).
5. Strong net cash position of approximately HK$215.1 million as at 30 September 2024 (as at 31 March 2024: approximately HK$230.9 million).
6. The Board recommends the payment of an interim dividend of HK$0.015 per ordinary share for 1H24/25 (1H23/24: nil).

Notes:

1. The "GMV" for a particular financial period is equivalent to the total gross sales dollar value of all relevant orders intake for products and services during that financial period, regardless of whether the products and services are delivered, returned or cancelled; before deductions for discounts offered by us and set-offs by virtue of conversion of membership points; and inclusive of shipping and handling charges, duty and taxes.

2. 1HX/Y refers to the financial period six months ended 30 September of the year X. For example, "1H24/25" refers to the six months ended 30 September 2024.

3. An individual may enroll as a "registered member" through our e-commerce platform at **www.yohohongkong.com** (desktop version) or **m.yohohongkong.com** (mobile version) (the "**YOHO E-commerce Platform**") (as a prerequisite to the placement of any order on the platform), or upon a purchase completed at any of our retail stores (as he/she wishes).

4. The "number of orders intake" for a particular financial period consists of orders placed with us, orders made by our customers at our retail stores, and orders from consumers received via online redemption platform(s) of third-party reward scheme(s) and third-party online marketplaces during that financial period.

5. The "basket value" for a particular financial period is calculated by dividing our GMV by the number of orders intake during that financial period.

6. Adjusted net profit is defined as non-HKFRS measures as profit for the period adjusted by share options grant to directors and certain employees of the Company.

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BUSINESS REVIEW

Overall Performance

In 1H24/25, Hong Kong's economic landscape has faced significant strains due to a rise in outbound travel, a strong local currency, and shifting consumer habits among both locals and tourists, severely hitting the retail sector. Many retailers, including long-established ones, have wrestled with tough market conditions, resulting in downsizing and a proliferation of vacant storefronts across key shopping districts. Despite these hurdles, the Group has managed to harness the strengths of its Online-Merge-Offline ("**OMO**") model, which features a flexible cost structure that acts as a vital cushion against market headwinds. Additionally, our diverse product portfolio, with approximately 100,000 stock-keeping units spanning all consumer goods categories, has been strategically curated to cater to the broad spectrum of consumer needs throughout fluctuating economic cycles. This has not only fortified our market position, but has also enhanced our capacity to quickly adapt to changing market dynamics, ensuring sustained consumer engagement and loyalty.

During the Reporting Period, the retail downturn across Hong Kong, marked by a decline in total retail sales of approximately 10.8% as reported in the Census and Statistics Department's Monthly Survey of Retail Sales, highlighted sector-wide struggles. Against this backdrop, the Group demonstrated robust resilience with GMV and revenue reaching approximately HK$432.2 million and HK$387.0 million, reflecting declines of 0.6% and 2.3% respectively, yet outperforming the broader market despite these modest decreases. Our direct-to-consumer platform ("**1P Model**") continued to play a central role in sustaining stable sales, driven by a strategic focus on major appliances, the category with steady demand and minimal substitution from non-local purchases. Concurrently, our marketplace platform ("**3P Model**") recorded remarkable GMV growth of approximately 233.8%, as its contribution started to emerge with business maturity and signaling substantial growth potential within this segment. While topline figures saw minor declines, we successfully recorded an increase in gross profit margin to 15.2% through favorable procurement strategies. Concurrently, a prudent focus on cost optimization helped safeguard profitability, resulting in a net profit increase of approximately 8.5% to HK$11.2 million while adjusted net profit grew by approximately 12.5% to approximately HK$11.8 million.

Considering the persistent volatility and underwhelming performance of the Hong Kong stock market during the Reporting Period, the Group continued its share repurchase efforts, acquiring approximately 2.39 million shares on The Stock Exchange of Hong Kong Limited in 1H24/25. Furthermore, following a comprehensive assessment of the Group's robust financial foundation, the Board has recommended an interim dividend of HK$0.015 per share, to preserve the interests of the shareholders of the Company (the "**Shareholders**") and deliver stable returns amid uncertain market conditions.

Strategic Acquisition of J SELECT

As part of our ongoing effort to maintain a robust growth trajectory in a fiercely competitive retail landscape, we have been actively seeking acquisitions that create significant operational synergy with our core business, thereby expanding our market presence and driving business growth. In September 2024, the Group completed the acquisition of J SELECT (the "**Brand**"), a premier retail business of Jebsen Group. The transaction involved a combination of cash and the issuance of consideration shares, with shares issued at HK$1.00 each to Jebsen Group. The issuance price represents a significant premium of approximately 66.67% over the closing stock price on the asset purchase agreement signing date.

Established in 2013, J SELECT has carved out a niche as a premium global lifestyle brand retailer. Boasting a robust member base of over 600,000 high-spending individuals, the Brand remains at the forefront of emerging trends within the consumer industry by leveraging its ability to forge strong partnerships and collaborations with globally renowned brands. The Brand has garnered numerous awards from the Hong Kong Retail Management Association (HKRMA) for its excellent customer service and shopping experience.

Post-acquisition, J SELECT has become a strategic extension of our OMO ecosystem. The premium market position of the Brand complements our strategy of offering competitively priced products for the mass market, providing a direct avenue to engage with upscale consumer segments. The strategic alignment facilitates us to tap into high-margin categories such as beauty, health, and lifestyle products which are poised for significant growth and have been previously underexplored. Meanwhile, J SELECT's extensive membership base provides us with a new source of customers and a richer dataset for extracting insights on customer preferences, buying behaviors, and trends. This enhancement in data capabilities is expected to improve up-selling and cross-selling opportunities, fostering the development of both the Group and the Brand.

Launch of YOHO First Membership Program

In response to dynamic consumer preferences, we unveiled YOHO First in August 2024, a revolutionary membership initiative within Hong Kong's retail landscape, designed for discerning customers who seek exceptional service and exclusive benefits. For an annual enrollment fee of HK$399 through the YOHO E-commerce Platform, members can immediately unlock a suite of premium privileges, including (i) YOHO First discounts with an additional 7% off on over 45,000 products, up to 15% on nearly 2,800 products, and HK$400 off on 650 selected items; (ii) limited-time coupons for trending items, new releases, and special brand collaborations; (iii) early access to products, along with exclusive invitations to product launches and events; (iv) a price guarantee that offers refunds on price differences if a lower price is found within 24 hours at another store in Hong Kong.

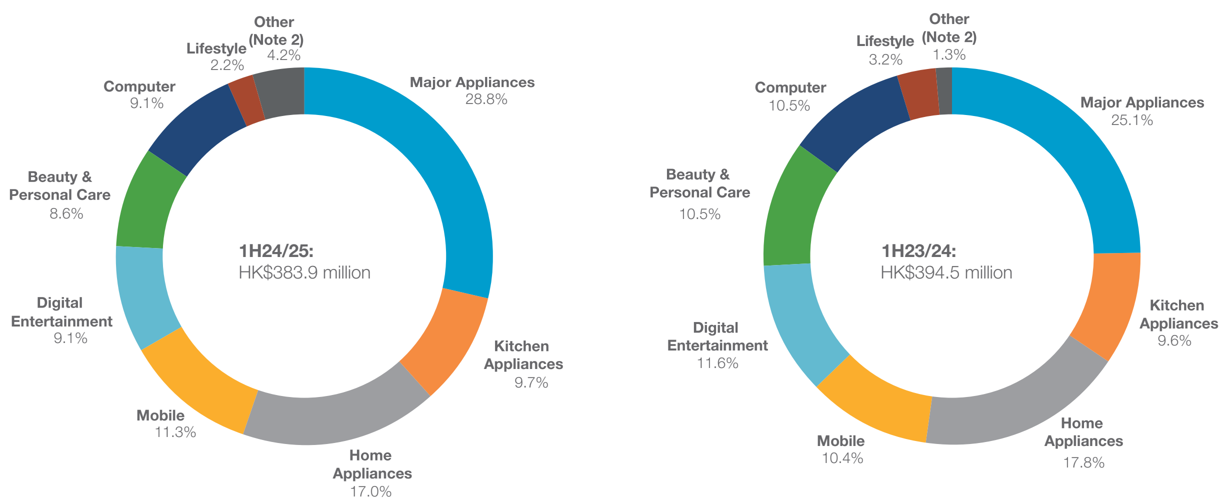
The introduction of YOHO First prompted us to refine our membership tiers to regular member, VIP member, and YOHO First member, accommodating everyone from first-time shoppers to high-value clients. This tiered structure enhances our ability to segment customers precisely, delivering customized experiences that resonate deeply with the varied needs of our diverse member base. Moreover, this framework bolsters our data-driven marketing capabilities, enabling us to delve deeply into members' consumption behaviors and preferences. Armed with these insights, we craft targeted promotional campaigns and personalized services that are precisely aligned with the product preferences and promotional appeal of different member tiers, maximizing marketing impact and driving engagement across our entire customer spectrum.

Business Performance

Our GMV and revenue decreased by approximately 0.6% and 2.3%, respectively, for 1H24/25 compared to 1H23/24.

In terms of product category, the below graph demonstrated the diversity in our product offering to satisfy customers' demand.

Revenue breakdown by product category *(Note 1)*



Notes:

1. Excluding revenue generated from the provision of advertising services.

2. "Other" refers to Toys, Makeup & Skincare, Household, Health & Wellness, Pet Supplies, Menswear, Womenswear, Kidswear, Supermarket, and Wine & Spirits.

Business Highlights

We operate a dynamic OMO business model under two complementary brands, YOHO and J SELECT, each strategically positioned to serve distinct customer segments and drive growth.

YOHO is our flagship brand targeting the mass market with a focus on competitive pricing and an extensive product range. Its offerings span electronics and appliances, beauty and skincare, health and wellness, household, mother and baby, pet supplies, wines and spirits, and toys. With a strong presence across online and offline channels, YOHO operates the robust YOHO E-commerce Platform and three expansive retail stores located in key districts (Kwun Tong, Causeway Bay, and Cheung Sha Wan).

J SELECT elevates our portfolio by focusing on mid-to-high-end consumers, offering a curated selection of premium beauty devices, lifestyle products, and cutting-edge gadgets. Its presence extends online through the J SELECT e-commerce platform (jselect.com) and offline with a premium retail store in Popcorn Mall, Tseung Kwan O.

Our dual-brand strategy underscores our dedication to capturing diverse consumer segments and unlocking new opportunities by leveraging differentiated market positioning, advanced retail technology, and forward-thinking innovations.

OMO Business Model

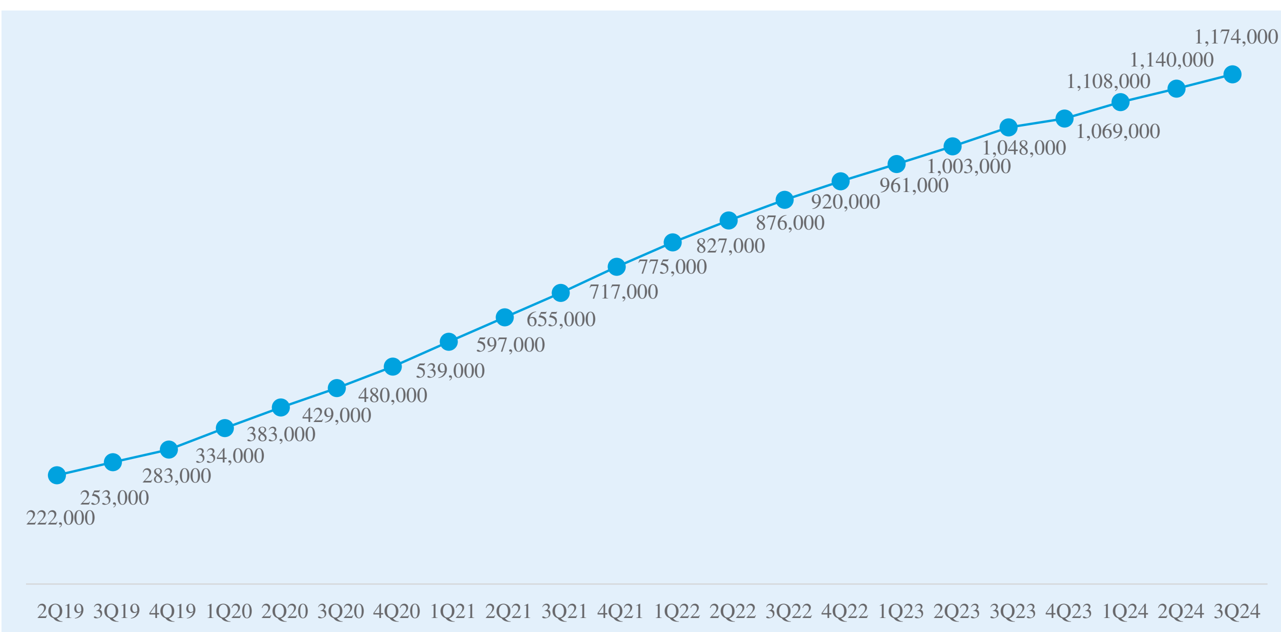
We believe our OMO business has enabled us to enhance customer experience, which helped drive the significant increase in our customer base and the scale of operation during the period indicated below:

	1H24/25 (unaudited)	1H23/24 (unaudited)	**Movement**
GMV *(HK$ million)*	**432.2**	434.7	**-0.6%**
Number of registered members	**1,174,000**	1,048,000	**12.0%**
Number of orders intake	**224,000**	235,000	**-4.7%**
Basket value *(HK$)*	**1,927**	1,849	**4.2%**

Growing Customer Base

We have established a customer base comprising over 1,174,000 registered members as at 30 September 2024.

Number of registered members



Source: internal system

The above result was facilitated by our membership programme in strengthening customer loyalty and incentivising our customers to make repeat purchases. The growing customer base also echoed with our brand name which encapsulates our ideology to create a one-stop e-commerce platform to cater both online and offline retail market under our OMO business model.

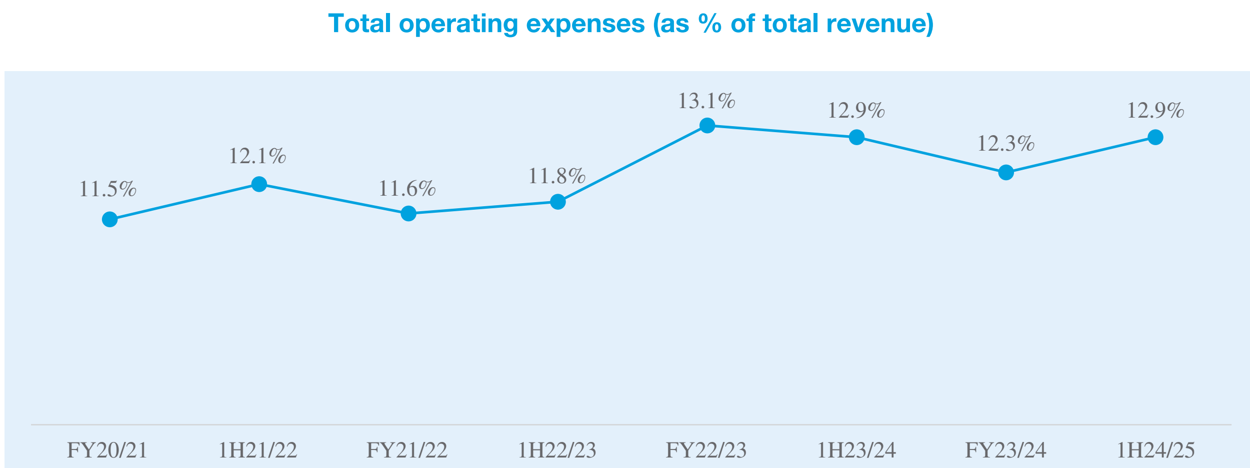
Meeting Customer Demand

Number of orders intake and basket value per order recorded a period-on-period decrease of 4.7% and increase of approximately 4.2% in 1H24/25 compared to 1H23/24, respectively.

Disciplined Cost Efficiency

We have implemented robust cost discipline while growing our business scale and revenue sustainably. We have managed to keep major cost items at a reasonable percentage to our revenue by achieving economies of scale. Total operating expenses, being the total sum of selling and distribution expenses and administrative expenses, for 1H23/24 and 1H24/25 remained relatively stable at approximately 12.9% and 12.9% of our total revenue for the relevant period, respectively.

Total operating expenses



PROSPECT

Research shows that e-commerce has become a global powerhouse, generating over US$4 trillion in annual sales with rapid growth anticipated well into the next decade. Hong Kong's e-commerce market has followed suit, showing marked progress in recent years. According to government statistics, Hong Kong's e-commerce sales exceeded HK$30 billion in 2023 with relatively low e-commerce penetration, indicating strong potential for further growth. The market dynamic offers significant opportunities for businesses and merchants to expand, yet market competition is expected to intensify with the influx of mainland e-commerce giants seeking to enter the local market. While the trend inevitably raises the competitive stakes, it simultaneously enriches and strengthens the city's e-commerce ecosystem, embedding digital commerce even more deeply into the fabric of daily life and ultimately benefiting all industry players.

1P Model

Our 1P Model will remain firmly rooted in electronics and appliances vertical, positioning as the revenue backbone of the Group in the near to mid-term. While we anticipate increased competition due to shifts in the macroeconomic environment, consumer habits, and industry landscape, we are confident that the Group holds unique advantages to navigate these changes, especially within the electronics and appliances retail market where we have cemented our leadership position. Our deep understanding of Hong Kong's culture and consumer behavior allows us to tailor product offerings and marketing strategies that authentically resonate with local preferences, fostering trust and loyalty that larger, more generalized platforms may struggle to cultivate.

As a seasoned e-commerce platform entrenched in Hong Kong, we will continue to leverage our years of operational expertise, advanced retail technology, and innovative acumen to carve out differentiated positions. For instance, in the major appliances category, we possess an integrated service advantage that mainland platforms find challenging to match. In addition to our robust supply chain connecting us with top-quality global brands, we go beyond simply offering products, providing a suite of comprehensive value-added services including professional installation and premium options like simultaneous old-to-new appliance swaps, providing a seamless and one-stop experience for customers.

In addition, following the successful acquisition of J SELECT, we're set to implement a dual-brand strategy that combines the unique strengths of both YOHO and J SELECT, to cover a variety of customer needs and enhance our market share. YOHO will remain focused on the mass market, emphasizing high-value offerings with a core product lineup in major appliances and steady-demand small appliances. Meanwhile, J SELECT will target the premium segment, specializing in high-quality beauty devices, lifestyle products, and gadgets tailored to mid to high-end consumers. To maximize the impact of this dual-brand strategy, we will explore co-marketing initiatives to create a more cohesive and engaging shopping experience, boosting brand loyalty across both brands. Additionally, by integrating operational resources such as logistics, warehousing, and backend support, we aim to streamline the cost structure of both brands, achieving greater operational efficiency and driving long-term business growth.

3P Model

Riding on our established e-commerce infrastructure, we are strategically evolving from a leading electronics and appliances retailer into an integrated premium retail platform powered by our 3P Model. This shift not only diversifies our catalog but also enhances our ecosystem with higher purchase frequency and deeper customer loyalty. To fuel marketplace growth, we will continue to actively onboarding premium merchants, including renowned household names, to enrich the YOHO E-commerce Platform's competitive positioning and stimulate demand in underexplored segments.

Meanwhile, we are poised to capitalize on the groundwork for value-added services laid in 1H24/25 to open up new, long-term growth avenues. On the advertisement sales front, our newly formed dedicated team is set to deliver a robust suite of services that empowers merchants with access to data-driven, multi-channel marketing solutions, including advanced analytics and key opinion leader ("**KOL**") partnerships. The initiative is expected to drive higher conversion rates while building a high-margin revenue stream with substantial scalability potential as it matures, leveraging our strong membership base of approximately 1.2 million, rich data assets, and a growing network of merchants.

In parallel, with warehousing and logistics expertise honed through our 1P Model, we are well-positioned to extend logistics services to our merchants with minimal additional investment. We have been actively enhancing our logistics infrastructure in preparation to offer tailored third-party logistics ("**3PL**") solutions for high-turnover, high-potential merchants, including recent expansions in our warehousing capacity and system optimizations that are paving the way for full 3PL support. By taking on fulfillment for our merchants, we aim to further improve the efficiency, quality, and timeliness of 3P order processing, thereby strengthening merchant partnerships, driving economies of scale, and embedding us as a critical logistics partner in their growth journeys.

Cross-border

Beyond reinforcing our leadership in the Hong Kong market, we have been strategically charting a course to expand within the Greater Bay Area (the "**GBA**"). The recent investment by mainland e-commerce giants in establishing a foothold in Hong Kong underscores the potential and demand in the cross-border e-commerce business. In tandem, we see a parallel opportunity to leverage our strengths to reach the GBA's dynamic and sizable consumer base.

With our established brand reputation for quality and service, we are well-equipped to satisfy the GBA's rising demand for trusted and premium products, an area where Hong Kong brands hold distinct credibility. Additionally, the continuous enhancement of the GBA's cross-border logistics infrastructure serves as a powerful catalyst, enabling us to deliver highly efficient, cost-effective fulfillment solutions. Supportive policies that streamline customs procedures also create a favorable environment for Hong Kong-based platforms, positioning us to capitalize on accelerating cross-border trade within the GBA.

Central to our strategy is harnessing Hong Kong's distinctive role as a "super connector", bringing high-quality global products to mainland consumers while empowering our 3P merchants to access this dynamic market through our sales gateway. Our cross-border strategy is already in motion, with a new subsidiary and a localized talent team setting up in a first-tier mainland city. We are also working to establish a presence on leading mainland content-driven e-commerce platforms to open up sales channels and form strategic partnerships with KOLs to boost brand visibility. We aim to deliver measurable development progress within FY24/25, accelerating our penetration and solidifying our foundation in the GBA.

LIQUIDITY AND CAPITAL RESOURCES

Since the listing of our shares on the Main Board of the Stock Exchange on 10 June 2022 (the "**Listing Date**"), there has been no change in the capital structure of the Group. The capital of the Group comprises of issuance ordinary share capital and capital reserves. The Group had share capital of approximately HK$387,000 as at 30 September 2024, representing a decrease of approximately HK$1,000 from 31 March 2024, as the Group repurchased 2,388,000 shares near the period end which offset the effect of issuance of shares involved in the acquisition of J SELECT.

The Group's sources of funding comprise of its cash and cash equivalents and short-term bank deposits. The Group's total cash position recorded a decrease of 6.9% from approximately HK$229.6 million (excluding the pledged deposits of approximately HK$1.3 million) as at 31 March 2024 to approximately HK$213.8 million (excluding the pledged deposits of approximately HK$1.3 million) as at 30 September 2024 mainly due to the decrease in short term bank deposits with over 3 months maturity from approximately HK$101.6 million as at 31 March 2024 to approximately HK$83.4 million as at 30 September 2024. The cash and cash equivalents and short-term bank deposits of the Group, mainly denominated in HK$, are generally deposited with authorised financial institutions.

As at 31 March 2024 and 30 September 2024 respectively, the Group had not utilised any uncommitted banking facilities. Our total cash and cash equivalents consisted of cash at bank and in hand and short-term deposits within three months of maturity. As at 30 September 2024, bank deposits in the amount of approximately HK$1.3 million (31 March 2024: HK$1.3 million) had been pledged against bank guarantee letters for a subsidiary of the Company. The Group was in a net cash position as of 31 March 2024 and 30 September 2024 and hence no gearing ratio was presented in our financial statements. The Directors are of the opinion that, after taking into consideration the available internal financial resources, the Group has sufficient funds to finance its operations and to meet the financial obligations as and when they fall due. During FY24/25, the Group invested approximately HK$905,000 on capital expenditure as compared to approximately HK$60,000 in FY23/24. For the upcoming capital expenditure requirements, we will remain cautious and it is expected to be funded by internal resources within the Group. Overall, the Group's financial position remains sound for continued business expansion.

Gearing Ratio

Gearing ratio (i.e. interest-bearing gross debt divided by total equity) remained stable at nil as at 30 September 2024 and 31 March 2024, respectively.

Use of Net Proceeds from the Global Offering

On 26 May 2022, the Company offered 55,000,000 ordinary shares (the "**Shares**") for subscription by public in its global offering. The offer price per Share was determined at HK$2.10 and the Shares were successfully listed on the Main Board of the Stock Exchange on the Listing Date. The net proceeds (after deduction of underwriting fees and commissions and other Listing expenses) from the global offering of the Company was approximately HK$74.7 million (the "**Net Proceeds**") and a total amount of approximately HK$34.5 million out of the Net Proceeds have been utilised by the Group as of 30 September 2024 according to the allocation set out in the prospectus of the Company dated 26 May 2022 (the "**Prospectus**").

An analysis of the utilisation of the net proceeds from the Listing Date up to 30 September 2024 is set out below:

	Percentage	**Allocated use of proceeds** *(HK$ million)*	**Utilised amount up to 31 March 2024** *(HK$ million)*	**Utilised amount during the period ended 30 September 2024** *(HK$ million)*	**Unutilised balance as of 30 September 2024** *(HK$ million)*	**Proposed timetable for the use of unutilised net proceeds**
Capturing a larger market share through organic growth	20.4%	15.2	**12.5**	**–**	**2.7**	On or before 31 March 2025
Expanding the product offerings on our e-commerce platform(s) through the launch of online marketplace operations	7.1%	5.3	**1.1**	**0.4**	**3.8**	On or before 31 March 2026
Expanding our services to customers in the PRC and, in particular, the Greater Bay Area	8.6%	6.4	**–**	**–**	**6.4**	On or before 31 March 2026
Strengthening our supply chain capabilities	9.2%	6.9	**0.2**	**0.3**	**6.4**	On or before 31 March 2026
Further investing in brand management and marketing to increase mass awareness of our group and the effectiveness of our marketing activities	11.8%	8.8	**2**	**0.3**	**6.5**	On or before 31 March 2026
Expanding our teams of staff in support of our business strategies	19.2%	14.4	**7**	**1.2**	**6.2**	On or before 31 March 2026
Acquiring companies in e-commerce-related industries	13.7%	10.2	**–**	**2.0**	**8.2**	On or before 31 March 2026
General working capital	10.0%	7.5	**7.5**	**–**	**–**	On or before 31 March 2026
	100.0%	74.7	**30.3**	**4.2**	**40.2**	

The unutilised Net Proceeds of approximately HK$40.2 million as at 30 September 2024 (placed in interest-bearing deposits with authorised financial institutions in Hong Kong) is expected to be applied in accordance with the planned use as previously disclosed in the Prospectus, save that as disclosed in the announcement of the Company dated 15 November 2024, after careful consideration, the Company has decided to:

(i) extend the expected timeline for utilising the remaining allocated Net Proceeds allocated for further investment in brand management and marketing (to on or before 31 March 2026), to address the need for additional time to adapt to evolving market conditions and to strategically evaluate and implement marketing efforts that resonate with current consumer trends; and

(ii) extend the expected timeline for utilising the Net Proceeds allocated for acquiring companies in e-commerce-related industries (to on or before 31 March 2026), to allow adequate time for conducting thorough due diligence and identifying acquisition targets that are in line with its strategic growth objectives.

Despite the prudent planning by the Board and management of the Company concerning the relevant use of Net Proceeds, the actual implementation of relevant projects have been affected by many factors such as market environment and overall project progress. As such, the Board has determined to extend the timelines for these projects, with the view that the extension will not have any material adverse impacts on the operations of the Company and is in the best interests of the Company and the Shareholders as a whole.

Save as disclosed above, the Board currently has no intention to change the planned use of the Net Proceeds as disclosed in the Prospectus. The expected timeline for using the unutilised Net Proceeds is based on the best estimation of the business market situations made by the Board. It might be subject to changes based on the market conditions.

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
For the six months ended 30 September 2024

	Notes	**Six months ended 30 September 2024** ***HK$'000*** **(unaudited)**	Six months ended 30 September 2023 *HK$'000* (unaudited)
Revenue	*3*	**386,994**	396,278
Cost of goods sold		**(328,008)**	(337,341)
		58,986	58,937
Other income		**4,508**	4,280
Other gains and losses		**4**	(29)
Selling and distribution expenses		**(31,956)**	(33,573)
Administrative expenses		**(18,064)**	(17,542)
Finance costs		**(564)**	(583)
Profit before taxation		**12,914**	11,490
Income tax expense	*4*	**(1,761)**	(1,207)
Profit and total comprehensive income for the period	*5*	**11,153**	10,283
Earnings per share –			
Basic (HK cents)	*7*	**2.24**	2.06
Diluted (HK cents)		**2.24**	2.06

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 September 2024

	Notes	**As at 30 September 2024** ***HK$'000*** **(unaudited)**	As at 31 March 2024 *HK$'000* (audited)
Non-current assets			
Property, plant and equipment	*8*	**6,935**	7,448
Right-of-use assets	*8*	**20,509**	22,335
Intangible asset		**210**	210
Deposits		**6,592**	5,498
Deferred tax assets		**187**	92
		34,433	35,583
Current assets			
Inventories		**96,778**	84,351
Trade receivables	*9*	**3,781**	9,785
Other receivables, deposits and prepayments		**12,608**	12,044
Short term bank deposits with over 3 months maturity		**83,422**	101,647
Pledged bank deposits		**1,312**	1,300
Cash and cash equivalents		**130,391**	127,942
		328,292	337,069
Current liabilities			
Trade payables	*10*	**40,471**	49,974
Other payables and accruals		**8,812**	8,746
Dividend payables		**3,273**	176
Contract liabilities		**11,581**	11,809
Lease liabilities		**10,419**	8,943
Tax liabilities		**2,203**	347
		76,759	79,995
Net current assets		**251,533**	257,074
Total assets less current liabilities		**285,966**	292,657

	Note	**As at 30 September 2024** ***HK$'000*** **(unaudited)**	As at 31 March 2024 *HK$'000* (audited)
Non-current liability			
Lease liabilities		**14,921**	17,852
Net assets		**271,045**	274,805
Capital and reserves			
Share capital	*12*	**387**	388
Reserves		**270,658**	274,417
Total equity		**271,045**	274,805

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the six months ended 30 September 2024

1. BASIS OF PREPARATION

The condensed consolidated financial statements of Yoho Group Holdings Limited (the "**Company**") and its subsidiaries (collectively referred as the "**Group**") have been prepared in accordance with Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("**HKAS 34**") issued by the Hong Kong Institute of Certified Public Accountants (the "**HKICPA**") as well as the applicable disclosure requirements of to the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") (the "**Listing Rules**").

2. PRINCIPAL ACCOUNTING POLICIES

The condensed consolidated financial statements have been prepared on the historical cost basis.

Other than additional change in accounting policies resulting from application of amendments to Hong Kong Financial Reporting Standards ("**HKFRSs**"), the accounting policies and methods of computation used in the condensed consolidated financial statements for the six months ended 30 September 2024 are the same as those presented in the Group's annual financial statements for the year ended 31 March 2024.

Application of amendments to HKFRSs

In the current interim period, the Group has applied the following amendments to HKFRSs issued by the HKICPA, for the first time, which are mandatorily effective for the Group's annual period beginning on 1 April 2024 for the preparation of the Group's condensed consolidated financial statements:

Amendments to HKFRS 16	Lease Liability in a Sale and Leaseback
Amendments to HKAS 1	Classification of Liabilities as Current or Non-current and related amendments to Hong Kong Interpretation 5 (2020)
Amendments to HKAS 1	Non-current Liabilities with Covenants
Amendments to HKAS 7 and HKFRS 7	Supplier Finance Arrangements

The application of the amendments to HKFRSs in the current interim period has had no material impact on the Group's financial positions and performance for the current and prior periods and/or on the disclosures set out in these condensed consolidated financial statements.

3. REVENUE AND SEGMENT INFORMATION

Revenue

Disaggregation of revenue from contracts with customers

	Six months ended 30 September 2024 ***HK$'000*** **(unaudited)**	Six months ended 30 September 2023 *HK$'000* (unaudited)
Direct merchant sales		
– Major appliances	**110,652**	99,004
– Kitchen appliances	**37,212**	37,773
– Mobile	**43,333**	41,199
– Digital entertainment	**34,961**	45,875
– Home appliances	**66,641**	70,014
– Lifestyle	**8,590**	12,486
– Beauty & personal care	**33,052**	40,981
– Computer	**35,059**	41,417
– Others	**13,742**	5,539
Revenue from direct merchant sales	**383,242**	394,288
Provision of advertising services	**3,135**	1,799
Revenue from concessionaire sale	**617**	191
Total	**386,994**	396,278
Geographical markets:		
– Hong Kong	**385,620**	391,343
– The People's Republic of China (other than Hong Kong)	**1,015**	2,946
– Others	**359**	1,989
	386,994	396,278
Timing of revenue recognition:		
– A point in time	**383,859**	394,479
– Over time	**3,135**	1,799
	386,994	396,278

Segment information

For the purposes of resources allocation and performance assessment, the chief operating decision maker (i.e. the executive directors of the Company) reviews the overall results and financial position of the Group as a whole. Accordingly, only entity-wide disclosures and geographic information are presented.

Geographical information

The geographical information of the Group's revenue based on the location of the goods delivered and services rendered is disclosed above.

4. INCOME TAX EXPENSE

	Six months ended 30 September 2024	Six months ended 30 September 2023
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
Current tax:		
– Hong Kong Profits Tax	**1,856**	1,207
– Deferred tax credit	**(95)**	–
	1,761	1,207

Hong Kong Profits Tax for both periods charged at the rate of 8.25% on the first HK$2,000,000 of the estimated assessable profits of one of the subsidiaries of the Group and at the rate of 16.5% on the estimated assessable profits above HK$2,000,000. The profits of other subsidiaries not qualified for the two-tier profits tax regime was taxed at a flat rate of 16.5%.

5. PROFIT FOR THE PERIOD

	Six months ended 30 September 2024	Six months ended 30 September 2023
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
Profit for the period has been arrived at after charging (crediting):		
Staff costs (including the directors' remuneration)		
– Salaries, allowances and other benefits	**18,220**	17,253
– Retirement benefits schemes contributions	**752**	724
– Equity-settled share-based payment expense	**686**	236
Total staff costs	**19,658**	18,213
Depreciation of property, plant and equipment	**1,418**	1,836
Depreciation of right-of-use assets	**5,312**	5,189
Cost of inventories recognised as an expense (including reversal of allowance for provision of impairment loss on inventories of HK$178,000 (six months ended 30 September 2023: allowance for provision of impairment loss on inventories of HK$822,000))	**328,008**	337,341
Government grants	**–**	(16)

6. DIVIDENDS

During the period, a final dividend in respect of the year ended 31 March 2024 of HK$0.030 (six months ended 30 September 2023: HK$0.024) per ordinary share, in an aggregate amount of HK$14,980,000 (six months ended 30 September 2023: HK$12,000,000), has been declared and settled.

Subsequent to the end of the current interim period, an interim dividend in respect of the period ended 30 September 2024 of HK$0.015 (2023: nil) per ordinary share, in an aggregate amount of HK$7,490,000 (six months ended 30 September 2023: nil), has been proposed by the Directors.

7. EARNINGS PER SHARE

The calculation of basic and diluted earnings per share is based on the following data:

	Six months ended 30 September 2024	Six months ended 30 September 2023
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
Earnings for the purpose of basic and diluted earnings per share:		
Profit for the period attributable to owners of the Company	**11,153**	10,283
Number of Shares:		
Weighted average number of shares for the purpose of basic and diluted earnings per share	**497,331,913**	500,000,000

During the six months period ended 30 September 2023 and 2024, the computation of diluted earnings per share does not assume the exercise of the Company's share options because the exercise price of those share options was higher than the average market price for the shares.

8. PROPERTY, PLANT AND EQUIPMENT AND RIGHT-OF-USE ASSETS

During the current interim period, total additions to property, plant and equipment were HK$905,000 (six months ended 30 September 2023: HK$60,000), which mainly included additions to leasehold improvements of HK$581,000 (six months ended 30 September 2023: nil), additions to office furniture and equipment of HK$296,000 (six months ended 30 September 2023: HK$48,000) and additions to computer equipment of HK$28,000 (six months ended 30 September 2023: HK$12,000).

During the current interim period, the Group entered a lease agreement with a lease term of two years (six months ended 30 September 2023: one to five years). On lease commencement, the Group recognised lease liabilities in the amount of HK$3,366,000 (six months ended 30 September 2023: HK$2,608,000) and total additions to right-of-use assets were HK$3,486,000 (six months ended 30 September 2023: HK$2,608,000).

9. TRADE RECEIVABLES

	30 September 2024	31 March 2024
	HK$'000	*HK$'000*
	(unaudited)	(audited)
Trade receivables	**3,781**	9,785

The Group generally grants credit terms of 30 days to its wholesale customers from the date of invoices. Sales made through retail stores or internet are settled by cash or credit cards through payment gateways, which will generally settle the amounts with the Group within 2 days after the sales made. An ageing analysis of the trade receivables, net of allowance for impairment losses, presented based on the invoice dates at the end of each reporting period is as follows:

	30 September 2024	31 March 2024
	HK$'000	*HK$'000*
	(unaudited)	(audited)
Within 30 days	**2,030**	8,057
31 to 60 days	**256**	778
61 to 90 days	**115**	72
Over 90 days	**1,380**	878
	3,781	9,785

10. TRADE PAYABLES

The credit period granted by suppliers ranged from 0 to 30 days. The ageing analysis of the trade payables of the Group presented based on the invoice dates at the end of each reporting period is as follows:

	30 September 2024	31 March 2024
	HK$'000	*HK$'000*
	(unaudited)	(audited)
Within 30 days	**32,239**	41,240
31 to 60 days	**1,939**	5,162
61 to 90 days	**1,815**	54
Over 90 days	**4,478**	3,518
	40,471	49,974

11. SHARE-BASED PAYMENT TRANSACTIONS

The Company's share option scheme (the "**Scheme**") was adopted pursuant to a resolution passed on 20 May 2022 for the primary purpose of providing incentives to directors and eligible employees. Under the Scheme, the Directors of the Company may grant options to eligible employees, including Directors of the Company and Directors of its subsidiaries, to subscribe for shares in the Company.

The table below discloses movement of share options under the Scheme:

	Number of share options
Outstanding at 1 April 2024	26,016,000
Lapsed during the period	(2,184,000)
Outstanding at 30 September 2024	23,832,000

During the six months ended 30 September 2024, the Group recognised total expense in the amount of HK$686,000 (six months ended 30 September 2023: HK$236,000) in relation to share options granted by the Company.

12. SHARE CAPITAL

Authorised:

	Number of shares	Nominal value of ordinary shares *US$'000*
At 1 April 2023, 30 September 2023, 1 April 2024 and 30 September 2024	500,000,000	50

Issued:

	Number of ordinary shares	Equivalent nominal value of ordinary shares *US$'000*	Equivalent nominal value of ordinary shares *HK$'000*
At 1 April and 30 September 2023	**500,000,000**	**50**	**390**
At 31 March 2024	**497,822,000**	**50**	**388**
Issuance of shares *(Note a)*	**1,516,000**	**–**	**2**
Share repurchased *(Note b)*	**(2,388,000)**	**–**	**(3)**
At 30 September 2024	**496,950,000**	**50**	**387**

Notes:

(a) On 12 August 2024, the Company issued 1,516,000 ordinary shares to an independent third party as part of the consideration to purchase a group of assets. For details, please see the Company's announcement dated 12 August 2024.

(b) During the six months ended 30 September 2024, the Company repurchased 2,388,000 (six months ended 30 September 2023: nil) of its own ordinary shares through the Stock Exchange with an aggregate consideration of HK$1,529,000 (six months ended 30 September 2023: nil) which has been paid. These repurchased shares were not cancelled and remained as treasury shares at the end of the reporting period. At 30 June 2024, the Company had outstanding treasury shares of 2,388,000 (2023: nil).

13. EVENTS AFTER REPORTING PERIOD

Subsequent to the reporting period, the Group has repurchased a total of 1,066,000 ordinary shares through the Stock Exchange at total consideration of HK$692,000. These shares have not been cancelled up to the date of this announcement.

FINANCIAL REVIEW

Revenue

Our revenue decreased from approximately HK$396.3 million for 1H23/24 to approximately HK$387.0 million for 1H24/25, representing a decrease of approximately 2.3%. The decrease in our revenue was primarily due to the purchasing power of Hong Kong consumers being constrained by the volatile global economic environment and shifting consumer habits among both locals and tourists, severely hitting the retail sector in Hong Kong.

Cost of goods sold

Our cost of goods sold decreased from approximately HK$337.3 million for 1H23/24 to approximately HK$328.0 million for 1H24/25, representing a decrease of approximately 2.8%. Such decrease in our cost of goods sold was primarily in line with revenue decrease for the same period.

Gross profit

Our gross profit increased from approximately HK$58.9 million for 1H23/24 to approximately HK$59.0 million for 1H24/25, representing an increase of approximately 0.1%. Furthermore, our gross profit margin increased from approximately 14.9% for 1H23/24 to approximately 15.2% for 1H24/25, mainly due to the continuous expansion of our product portfolio, a more aggressive position in our pursuit of competitive pricing and our launch of promotional campaigns during 1H24/25, which became new dimensions of our proactive market share acquisition strategy.

Other income

Our other income increased from approximately HK$4.3 million for 1H23/24 to approximately HK$4.5 million for 1H24/25, which was primarily due to an increase in interest income in the amount of approximately HK$0.2 million.

Selling and distribution expenses

Our selling and distribution expenses decreased from approximately HK$33.6 million for 1H23/24 to approximately HK$32.0 million for 1H24/25 primarily due to a decrease in marketing expenses.

Administrative expenses

Our administrative expenses increased from approximately HK$17.5 million for 1H23/24 to approximately HK$18.1 million for 1H24/25 primarily due to an increase in staff costs.

Income tax expense

Our income tax expense increased from approximately HK$1.2 million for 1H23/24 to approximately HK$1.8 million for 1H24/25 primarily due to the increase in assessable profit for the same period.

Notwithstanding that we recorded a profit before tax of approximately HK$12.9 million for 1H24/25 (1H23/24: approximately HK$11.5 million), income tax expense in the amount of approximately HK$1.8 million (1H22/23: approximately HK$1.2 million) was recognised. Hence we recorded an effective tax rate of approximately 13.6% (1H23/24: approximately 10.5%) for 1H24/25.

Profit for the period

As a result of the foregoing, we recorded a net profit of approximately HK$11.2 million for 1H24/25 as compared with a net profit of approximately HK$10.3 million for 1H23/24. Our net profit margin increased from approximately 2.6% for 1H23/24 to approximately 2.9% for 1H24/25. The increase in net profit was primarily attributable to the decrease in selling and distribution expenses.

Trade receivables

Our trade receivables decreased from approximately HK$9.8 million as at 31 March 2024 to approximately HK$3.8 million as at 30 September 2024. Our days sales outstanding remained stable at 3 days as of 30 September 2024 (4 days as of 31 March 2024).

The following is an ageing analysis of trade receivables, net of allowance for impairment losses, presented based on the invoice dates at the end of each reporting period:

	As at 30 September 2024 ***HK$'000*** **(unaudited)**	As at 31 March 2024 *HK$'000* (audited)
Within 30 days	**2,030**	8,057
31 to 60 days	**256**	778
61 to 90 days	**115**	72
Over 90 days	**1,380**	878
	3,781	9,785

Trade payables

Our trade payables decreased from approximately HK$50.0 million as at 31 March 2024 to approximately HK$40.5 million as at 30 September 2024 primarily due to settlement of trade payables to suppliers within 30 days. Our days purchases outstanding remained stable at 25 days as of 30 September 2024 (21 days as of 31 March 2024).

The following is an ageing analysis of trade payables of our Group presented based on the invoice dates at the end of each reporting period:

	As at 30 September 2024 *HK$'000* **(unaudited)**	As at 31 March 2024 *HK$'000* (audited)
Within 30 days	**32,239**	41,240
31 to 60 days	**1,939**	5,162
61 to 90 days	**1,815**	54
Over 90 days	**4,478**	3,518
	40,471	49,974

Non-HKFRS measures

In order to supplement our consolidated statements of profit or loss and other comprehensive income, which are presented in accordance with HKFRS, we also use adjusted net profit as non-HKFRS measures as an additional financial measure, which is not required by, or presented in accordance with, HKFRS. We believe that these non-HKFRS measures help identify underlying trends in our business that could otherwise be distorted by the effect of the expenses that we include in income from operations and net profit, and therefore provide useful information to investors and others in understanding and evaluating our results of operation by eliminating potential impacts of such items. We also believe that these non-HKFRS measures provide useful information about our operating results, enhance the overall understanding of our past performance and future prospects, and allow for greater visibility with respect to key metrics used by our management in its financial and operational decision-making.

We define adjusted net profit as non-HKFRS measures as profit for the period adjusted by share options grant to directors and certain employees. The use of adjusted net profit as non-HKFRS measures has material limitations as an analytical tool because they do not reflect all items of income and expenses that affect our operations. When assessing our operating and financial performance, you should not consider adjusted net profit as non-HKFRS measures in isolation from or as a substitute for our profit or loss for the period, gross profit or any other financial performance measure that is calculated in accordance with HKFRS. The term "adjusted net profit as non-HKFRS measures" is not defined under HKFRS, and such term may not be comparable to other similarly titled measures used by other companies.

The following table sets forth our adjusted net profit as non-HKFRS measures for the periods indicated:

	1H24/25 ***HK$'000*** **(unaudited)**	1H23/24 *HK$'000* (unaudited)
Profit for the period	**11,153**	10,283
Adjusted for:		
Share options grant to directors and certain employees	**686**	236
Adjusted net profit as non-HKFRS measures	**11,839**	10,519

Pledge of assets

As at 30 September 2024, bank deposits of approximately HK$1.3 million (31 March 2024: HK$1.3 million) had been pledged against the bank guarantees letters for a subsidiary of the Company.

OTHER INFORMATION

Talent remuneration

Including the Directors, as at 30 September 2024, our Group had 101 permanent full-time employees in Hong Kong as compared with 102 as at 31 March 2024. Our Group provides remuneration package consisting of basic salary, bonus, and other benefits to them. Bonus payments are discretionary and dependent on both our Group's and individual performances. Our Group also provides comprehensive medical and life insurance coverage, competitive retirement benefits schemes, and staff training programs and operates a share option scheme.

Capital expenditure

During 1H24/25, our Group acquired items of property, plant and equipment in the amount of approximately HK$905,000 (1H23/24: approximately HK$60,000).

Capital commitments and contingent liabilities

As at 30 September 2024, the Group did not have any significant capital commitment nor contingent liability (as at 31 March 2024: nil).

Foreign exchange exposure

Substantially all of our Group's monetary assets and liabilities are denominated in Hong Kong dollars ("**HK$**"), United States dollars ("**US$**") and Japanese yen ("**JPY**"). Given the pegged exchange rate between HK$ and US$, the exposure of our operating entities that use HK$ as their respective functional currencies to the fluctuations in US$ is minimal. However, exchange rate fluctuations between HK$ and JPY could affect our Group's performance and asset value. Our Group manages its foreign exchange risk by closely monitoring the movement of the foreign exchange rates and will consider hedging arrangements for significant foreign currency exposure should the need arise.

Treasury policy

Several principal subsidiaries of the Group are exposed to foreign currency risk primarily through sales and purchases which give rise to monetary assets and monetary liabilities that are denominated in HK$, US$ and JPY. During the Reporting Period, the Group did not acquire or enter into any financial derivatives for hedging purpose. However, the management monitors foreign exchange exposure from time to time. Appropriate measures would be undertaken by the management when the exchange rate fluctuations become significant.

Material acquisitions, disposals, significant investments and future plans of material investments

Save as disclosed in this announcement, during the Reporting Period, the Group did not have material acquisition, disposal, significant investments and future plans of material investment.

Events after the Reporting Period

Subsequent to the Reporting Period, the Group has repurchased a total of 1,066,000 Shares through the Stock Exchange on 2 October, 3 October, 4 October, 7 October, 8 October, 9 October and 21 October 2024 at total consideration of HK$692,000. The repurchased Shares have not yet been cancelled up to the date of this announcement.

Purchase, sale or redemption of listed securities

Save as disclosed in this announcement, neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the Reporting Period.

Borrowings

The Group had no outstanding borrowings as at 30 September 2024 and 31 March 2024, respectively.

Loan and guarantee

During the Reporting Period, the Group had not made any loan or provided any guarantee for loan, directly or indirectly, to the Directors, senior management of the Company, the controlling Shareholders or their respective connected persons.

Sufficiency of public float

As at the date of this announcement, based on the information publicly available to the Company and to the best knowledge of the Directors, the Company has maintained the minimum public float of 25% as required under the Listing Rules.

Compliance with the corporate governance practices

The Board has adopted the principles and code provisions of the Corporate Governance Code (the "**CG Code**") contained in Appendix C1 of the Listing Rules throughout the Reporting Period.

In the opinion of the Directors, save for the deviation from the code provision C.2.1 of the CG Code, the Company has complied with the code provisions set out in Part 2 of the CG Code and all other applicable code provisions throughout the Reporting Period.

Pursuant to code provision C.2.1 of the CG Code, companies listed on the Stock Exchange are expected to comply with, but may choose to deviate from, the requirement that the responsibilities between the chairman and the chief executive officer should be segregated and should not be performed by the same individual.

The positions of chairman and chief executive officer are held by Mr. Wu. While this will constitute a deviation from code provision C.2.1 of the CG Code, the Board believes that this structure will not impair the balance of power and authority between the Board and the management of the Company, given that: (i) decisions to be made by the Board require approval by at least a majority of the Directors and that the Board comprises three independent non-executive Directors out of six Directors, and the Company believes there is sufficient check and balance on the Board; (ii) Mr. Wu and the other Directors are aware of and undertake to fulfil their fiduciary duties as Directors, which require, among other things, that he/she acts for the benefit and in the best interests of the Company and will make decisions of our Group accordingly; and (iii) the balance of power and authority is ensured by the operations of the Board which comprises experienced and high calibre individuals who meet regularly to discuss issues affecting the operations of our Group.

Moreover, the overall strategic and other key business, financial and operational policies of our Group are made collectively after thorough discussion at both the Board and senior management levels.

Finally, as Mr. Wu is one of the founders of the YOHO OMO Business, the Board believes that vesting the roles of both chairman and chief executive officer in the same person has the benefit of ensuring consistent leadership within our Group and enables more effective and efficient overall strategic planning for our Group. The Board will continue to review the effectiveness of the corporate governance structure of our Group in order to assess whether separation of the roles of chairman and chief executive officer is necessary.

Code of conduct for securities transactions by Directors

The Company has adopted its own securities dealing code regarding the code of conduct of Directors and employees (who are likely to be in possession of inside information of the Company) on dealings in the Company's securities (the "**Securities Handling Policy**") on terms no less exacting than the Model Code as set out in Appendix C3 to the Listing Rules.

Having made specific enquiry with the Directors, all of them have confirmed that they had fully complied with the required standard set out in the Model Code and the Securities Handling Policy throughout the Reporting Period.

Changes of Directors' information

There is no change in the Directors' information required to be disclosed pursuant to Rule 13.51B(1) of the Listing Rules since the Company's last published annual report.

Continuing disclosure obligations pursuant to the Listing Rules

The Company does not have any other disclosure obligations under Rules 13.20, 13.21 and 13.22 of the Listing Rules.

No Material Change

Save as disclosed in this announcement, since the publication of the latest annual report for the year ended 31 March 2024, there have been no material changes to the Company's business.

Review by the Audit Committee and external auditor

According to the Rule 3.21 of the Listing Rules, every listed issuer must establish an audit committee comprising non-executive directors only. The audit committee must comprise a minimum of three members, at least one of whom is an independent non-executive director with appropriate professional qualifications or accounting or related financial management expertise as required under Rule 3.10(2) of the Listing Rules. The majority of the audit committee members must be independent non-executive directors of the listed issuer. The audit committee must be chaired by an independent non-executive director. In compliance with such requirement of Listing Rule, the audit committee of the Company (the "**Audit Committee**") comprises two independent non-executive Directors and one non-executive Director, namely, Mr. Ho Yun Tat (Chairman of the Audit Committee), Mr. Man Lap and Dr. Leung Shek Ling Olivia. The Audit Committee is accountable to the Board and the main duties of the Audit Committee include the review and supervision of the Group's financial reporting process and internal controls. The Audit Committee is provided with other resources enabling it to discharge its duties fully.

The Audit Committee has reviewed and discussed with the management of the Company the unaudited interim financial results of the Group for the Reporting Period. The Audit Committee has also discussed matters in relation to the accounting policies and practices adopted by the Group, internal control and financial reporting matters (including the review of the unaudited interim report for the Reporting Period) with senior management members and the auditor. There is no disagreement by the Audit Committee on the accounting treatment adopted by the Group. The unaudited condensed consolidated interim financial information has also been reviewed by Deloitte Touche Tohmatsu, the Company's external auditor, in accordance with the Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Hong Kong Institute of Certificated Public Accountants.

Interim dividend

The Board recommends the payment of an interim dividend of HK$0.015 per Share for FY24/25 (FY23/24: nil) representing a total amount of approximately HK$7,490,070. The interim dividend will be paid to the Shareholders on or about Friday, 17 January 2025 whose names appear on the Company's register of members on Thursday, 2 January 2025.

Closure of register of members

For determining eligible Shareholders' entitlement to the interim dividend:

Latest time to lodge transfer documents for registration with the Company's branch share registrar and transfer office in Hong Kong	At 4:30 p.m. on 24 December 2024
Closure of the register of members	27 December 2024 to 2 January 2025 (both days inclusive)
Record date	2 January 2025

For purposes mentioned above, all properly completed transfer form(s) accompanied by the relevant share certificate(s) must be lodged for registration with the Company's branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong no later than the aforementioned latest time.

Publication of the interim results announcement and interim report

This announcement has been published on the website of the Stock Exchange at **www.hkexnews.hk** and the website of the Company at **www.yohohongkong.com**. The interim report of the Company for Reporting Period containing all information required by the Listing Rules will be published on the aforesaid websites of the Stock Exchange and the Company and will be despatched to the Shareholders in due course.

By Order of the Board
Yoho Group Holdings Limited
友和集團控股有限公司
Wu Faat Chi
Chairman and Executive Director

Hong Kong, 28 November 2024

As at the date of this announcement, the executive Directors are Mr. Wu Faat Chi and Ms. Tsui Ka Wing; the non-executive Director is Mr. Man Lap, and the independent non-executive Directors are Dr. Qian Sam Zhongshan, Dr. Leung Shek Ling Olivia and Mr. Ho Yun Tat.