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Maxicity Holdings Limited
豐城控股有限公司

(Incorporated in the Cayman Islands with members' limited liability)
(Stock Code: 2295)

VOLUNTARY ANNOUNCEMENT

The board of directors (the “**Board**”) of Maxicity Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to provide shareholders and potential investors with an update on the Group’s recent strategic developments. References are made to the announcements of the Company dated 10 June 2025 and 25 June 2025 in relation to establishment of a wholly-owned subsidiary in the People’s Republic of China (“**PRC**”) and issuance of corporate bond by a wholly-owned Hong Kong subsidiary (the “**Announcements**”).

As disclosed in the Announcements, the management of the Company had been actively exploring potential opportunities to diversify the Group’s business into the provision of management services in the PRC, including the establishment of a wholly-owned subsidiary in Jiangxi Province to assess and pursue potential projects. In particular, the Group had identified a potential project which may involve the provision of management services to property complexes dedicated to gold and luxurious goods trading businesses.

Following a series of commercial negotiations with relevant industry participants and after a careful and holistic assessment of the prevailing business environment, potential return profile, and associated operational risks, the management has concluded that the risk-return dynamic and market conditions for developing such business in the PRC are not yet optimal. While the project held initial strategic appeal, the Group believes it is in the best interest of its shareholders to remain focused on its core business strengths and to maintain operational agility. As such, the Group has resolved not to proceed with the proposed expansion into the PRC management services sector at this stage.

In light of the foregoing strategic decision and taking into account the Group’s current financial position and working capital needs, the Group has, after amicable negotiations with the subscribers of the bonds issued by Kinglink Capital Holdings Company Limited (“**Kinglink**”), a wholly-owned subsidiary of the Company, reached an agreement to fully redeem such bonds. The bonds, with an aggregate principal amount of HK\$40 million, were originally issued on 25 June 2025 pursuant to private subscription arrangements (as disclosed in the Announcements). As of the date of this announcement, all such bonds have been fully redeemed in cash and settled in full, without any accrued interest.

Upon completion of the redemption, all obligations and liabilities of Kinglink and the relevant subscribers under the bond subscription arrangements have been fully discharged and terminated. The Group considers the conclusion of this transaction to be an appropriate and timely step to streamline its capital structure and preserve financial flexibility for future strategic development.

The Board wishes to reiterate that the Group remains committed to evaluating business opportunities that align with its long-term vision and shareholder value.

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

By order of the Board
Maxicity Holdings Limited
Sieh Shing Kee
Chairman

Hong Kong, 25 July 2025

As at the date of this announcement, the Board comprises Mr. Sieh Shing Kee (chairman of the Board) and Mr. Ho Ka Ki (chief executive officer) as the executive Directors and Ms. Chiao Siu Ling, Mr. Kwong Che Sing, Mr. Ling Siu Tsang and Mr. Tso Ping Cheong Brian as the independent non-executive Directors.