Moon Inc.
恆月控股有限公司

(previously known as HK Asia Holdings Limited
港亞控股有限公司)
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1723)

PROFIT WARNING

This announcement is made by Moon Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the management accounts of the Group for the year ended 31 March 2025 (the "**Year**") and other information currently available to the Board, the Group is expected to record a decrease in the profit attributable to owners of the Company for the Year of approximately 90% as compared with the profit attributable to owners of the Company for the year ended 31 March 2024. Such decrease in profit attributable to owners of the Company for the Year was mainly attributable to (i) the decrease in revenue for approximately 25% due to weakened demand for traditional pre-paid products and (ii) additional discounts provided to customers driven by intense market competition which lowered the profit margin for the Year.

The Company is in the process of preparing and finalising the annual results of the Group for the Year. The information contained in this announcement is only based on the Board's preliminary assessment based on information currently available to the Board and has not been reviewed or audited by the auditors or audit committee of the Company and is subject to possible adjustments. The actual results of the Group for the Year may differ from the information contained in this announcement. Details of the Group's financial information and performance will be disclosed in the annual results announcement of the Group for the Year which is expected to be published by the end of June 2025.

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

By Order of the Board
Moon Inc.
Mr. Fang Jason Kin Hoi
Chairman and Executive Director

Hong Kong, 25 June 2025

As at the date of this announcement, the Board comprises Mr. David Forrest Bailey, Mr. John Edwin Riggins, Mr. Fang Jason Kin Hoi and Ms. Wong Fung Yee Mary as executive Directors; Mr. Sit Hon as non-executive Director; and Ms. Yen Jung-Hui, Mr. Chen Xiaobing and Mr. Wong Yun Pun as independent non-executive Directors.