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HANS GROUP HOLDINGS LIMITED

漢思集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00554)

INSIDE INFORMATION

EARLY TERMINATION OF ADVERTISING AGREEMENT

This announcement is made by Hans Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Citybus Limited (a major franchised public bus operator in Hong Kong and a subsidiary of the Company) (“**Citybus**”) entered into an agreement with JCDecaux Cityscape Limited (“**JCD**”) for the supply of services relating to bus shelter advertising for a term of ten years from 1 July 2023 to 30 June 2033 (the “**Advertising Agreement**”). Pursuant to the Advertising Agreement, Citybus granted a licence to JCD to provide advertising agency services to Citybus in relation to its bus shelters.

On 8 August 2025, Citybus gave notice to JCD to early terminate the Advertising Agreement (the “**Early Termination**”) with effect from 2 October 2025 (the “**Effective Date**”), and, in accordance with the terms of the Advertising Agreement, Citybus will pay a termination fee of approximately HK\$96,800,000 to JCD (which was determined based on a pre-agreed formula set out in the Advertising Agreement) on or within 30 business days of the Effective Date.

Following the Early Termination, Bravo Media Limited (a subsidiary of the Company) (“**Bravo Media**”) will become the exclusive advertising service provider for Citybus’s bus shelters based on the relevant tender results. The arrangement will enable Citybus to achieve non-farebox revenue enhancement, and enable Bravo Media to enhance synergies in advertising business development and brand messaging. This consolidation is expected to enhance the Group’s advertising revenue and overall profitability.

Bravo Media is a subsidiary which manages the Group's advertising agency services. Currently, it serves as the exclusive advertising agent for the exterior and interior of Citybus's franchised bus fleet, and provide exclusive advertising agency services across multiple MTR lines, including the East Rail Line, Tuen Ma Line, Light Rail, and MTR Bus.

With a network encompassing 109 MTR stations and Citybus routes, Bravo Media connects with over 3.2 million patrons daily, ensuring a comprehensive coverage across Hong Kong from North to South and East to West. Such extensive reach also allows Bravo Media to not only enhance its brand visibility for advertisers, but also enables Bravo Media to offer more integrated advertising solutions in the dynamic Hong Kong market. Bravo Media will leverage on its full-service advertising expertise in competing for potential advertising tenders in Hong Kong and overseas. It is expected to drive steady growth in the Bravo Media's advertising revenue and strive to achieve new breakthroughs.

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
Hans Group Holdings Limited
漢思集團控股有限公司

Yang Dong
Chief Executive Officer and Executive Director

Hong Kong, 8 August 2025

As at the date of this announcement, the Board comprises four executive directors, namely Mr. David An (Chairman), Mr. Yang Dong, Mr. Zhang Lei and Mr. Li Wai Keung; four non-executive directors, namely Mr. Chung Chak Man, William, Mr. Nicolas Charles Philippe de Mascarel de la Corbiere, Mr. James Anthony Williamson and Mr. Hui Hon Chung, Stanley; and four independent non-executive directors, namely Mr. Chan Chun Wai, Tony, Ms. Helen Zee, Mr. Choy Chak Wa, Peter and Ms. Yang Fan.