

SU Group Secures Top Multi-Purpose Sports Venue

Hong Kong, March 7, 2025 – SU Group Holdings Limited (Nasdaq: SUGP) (“SU Group” or the “Company”), an integrated security-related engineering services company in Hong Kong, today announced it provided critical access control gates that provide control access security for one of Asia’s largest multi-purpose sports, entertainment and leisure parks. SU Group’s access control gates play a crucial role in ensuring that large-scale events and operations at premiere venues run smoothly, securely, and efficiently. The Company’s access control gates offer several benefits ranging from improving security to increasing efficiency.

SU Group’s Chairman and CEO, Dave Chan, commented, “We are thrilled to announce another major win and are truly grateful for the opportunity to support this premier entertainment, sports, and leisure destination. This achievement underscores the continued strength of our operating model, particularly as we manage large-scale security, control, and access security programs.”

“These high-profile wins not only enhance our visibility and reinforce our long-term growth trajectory but also serve as a powerful catalyst for further business expansion. This represents a significant revenue opportunity that strengthens our confident outlook for 2025, as we remain focused on driving accelerated growth and delivering exceptional value to our shareholders.”

Advantages of using SU Group’s access control gates include:

Enhanced Security: SU Group’s access control gates help manage the flow of people entering large scale events, including stadiums, reducing the risk of unauthorized access or security breaches. They can be integrated with security systems like metal detectors, bag checks, and surveillance cameras to ensure a safe environment for spectators and staff.

Crowd Management: SU Group’s access control gates allow for better crowd control by ensuring that only ticketed individuals can enter specific areas, thus preventing overcrowding and ensuring a smoother flow of people before, during, and after events.

Faster Entry: By automating the entry process, SU Group’s access control gates significantly reduce wait times and help avoid congestion at stadium entrances, making the experience more convenient for fans.

Revenue Protection: SU Group’s access control gates ensure that only those who have purchased tickets can enter the stadium, thus protecting against unauthorized entry and potential revenue loss from illegal access.

Health and Safety Compliance: SU Group’s access control gates can be used to monitor capacity limits, ensuring a venue or event does not exceed safety regulations. In situations like health crises, including a pandemic, they can help with social distancing by regulating entry times and numbers.

Tracking and Analytics: Data collected from SU Group’s access control gates, including entry times, number of visitors, and peak times, can be used for better planning and decision-making for future events, including staff allocation, crowd control strategies, and operational improvements.

About SU Group Holdings Limited

SU Group (Nasdaq: SUGP) is an integrated security-related services company that primarily provides security-related engineering services, security guarding and screening services, and related vocational training services in Hong Kong. Through its subsidiaries, SU Group has been providing turnkey services to the existing infrastructure or planned development of its customers through the design, supply, installation, and maintenance of security systems for over two decades. The security systems that SU Group provides services include threat detection systems, traffic and pedestrian control systems, and extra-low voltage systems in private and public sectors, including commercial properties, public facilities, and residential properties in Hong Kong. For more information visit www.sugroup.com.hk.

Forward-Looking Statements

Certain statements in this press release are forward-looking statements as defined by the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of operations, business strategy and financial needs. Investors can identify these forward-looking statements by words or phrases such as "anticipate," "estimate," "plan," "project," "continuing," "ongoing," "expect," "we believe," "we intend," "may," "should," "will," "could" and similar expressions. These statements are subject to uncertainties and risks including, but not limited to, the following: the Company's ability to renew contracts with recurring customers; the Company's ability to secure new contracts; the Company's ability to accurately estimate risks and costs and perform contracts based on the Company's estimates; the Company's relationship with the Company's suppliers and ability to manage quality issues of the systems; the Company's ability to obtain or renew the Company's registrations, licenses, and certificates; the Company's ability to manage the Company's subcontractors; the labor costs and the general condition of the labor market; the Company's ability to compete effectively; the Company's ability to successfully manage the Company's capacity expansion and allocation in response to changing industry and market conditions; implementation of the Company's expansion plans and the Company's ability to obtain capital resources for planned growth; the Company's ability to acquire sufficient products and obtain equipment and services from the Company's suppliers in suitable quantity and quality; the Company's dependence on key personnel; the Company's ability to expand into new businesses, industries, or internationally and to undertake mergers, acquisitions, investments, or divestments; changes in technology and competing products; general economic and political conditions, including those related to the security-related engineering services industry; possible disruptions in commercial activities caused by events such as natural disasters, terrorist activities, political, economic, and social instability, and fluctuations in foreign currency exchange rates, and assumptions underlying or related to any of the foregoing and other risks contained in reports filed by the Company with the Securities and Exchange Commission (the "SEC"), including the Company's most recently filed Annual Report on Form 20-F and its subsequent filings. The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company's registration statement and other filings with the SEC.

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