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Belle Fashion Group

百麗時尚集團

(the “Company”)

(Incorporated in the Cayman Islands with limited liability)

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- (f) if an offer or an invitation is made to the public in Hong Kong in due course, prospective investors are reminded to make their investment decisions solely based on the Company's prospectus registered with the Registrar of Companies in Hong Kong, copies of which will be published during the offer period;
- (g) this announcement does not constitute a prospectus, offering circular, notice, circular, brochure or advertisement offering to sell any securities to the public in any jurisdiction, nor is it an invitation to the public to make offers to subscribe for or purchase any securities, nor is it calculated to invite offers by the public to subscribe for or purchase any securities; and
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*This announcement is made by the order of the Company. The Company’s board of directors (the “**Board**”) collectively and individually accept responsibility for the accuracy of this announcement.*



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APPOINTMENT OF OVERALL COORDINATORS

This announcement is made by the Company pursuant to Rule 12.01C of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

As at the date of this announcement, the Company has appointed the following overall coordinators:

Merrill Lynch (Asia Pacific) Limited
Morgan Stanley Asia Limited

Further announcement(s) will be made by the Company in accordance with the Listing Rules in the event that additional overall coordinators are appointed by the Company.

By order of the Board
Belle Fashion Group
SHENG Fang
Chairman and Executive Director

Hong Kong, 1 March 2024

The directors and proposed directors of the Company named in the application to which this announcement relates are Mr. SHENG Fang as Chairman and Executive Director, Mr. KWOK Yiu Tung as Executive Director, Mr. YU Wu, Ms. YUNG Josephine Yuen Ching and Ms. HU Xiaoling as Non-executive Directors and Mr. IP Koon Wing Ernest, Ms. ZEE Helen and Ms. CHUA Sui Yee as proposed Independent Non-executive Directors.