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EEKA Fashion Holdings Limited

贏家時尚控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3709)

PROFIT ALERT ANNOUNCEMENT

The Group is expected to record not less than 40% growth in net profit for the year ended 31 December 2019 as compared with 2018, primarily attributable to the increase in revenue following the successful acquisition of the entire issued share capital of Keen Reach Holdings Limited which was completed in July 2019, and the Group's original business has continued to grow healthily.

This announcement is made by EEKA Fashion Holdings Limited (the “**Company**” and, 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that the Group is expected to record not less than 40% growth in net profit for the year ended 31 December 2019 as compared with 2018, primarily attributable to the increase in revenue following the successful acquisition of the entire issued share capital of Keen Reach Holdings Limited which was completed in July 2019, and the Group's original business has continued to grow healthily.

The information above is only a preliminary assessment by the Board based on the information currently available to it, which has not been finalised and not audited or reviewed by the Company's auditors or audit committee. Accordingly, the actual results of the Group may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read the announcement of the Company on the annual results for the year ended 31 December 2019, which is expected to be published by the end of March 2020.

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
EEKA Fashion Holdings Limited
JIN MING
Chairman

Hong Kong, 21 January 2020

As at the date of this announcement, the Board comprises Mr. Jin Ming, Ms. He Hongmei and Mr. Jin Rui as executive Directors; and Mr. Zhong Ming, Mr. Zhou Xiaoyu and Mr. Zhang Guodong as independent non-executive Directors.