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361 Degrees International Limited

361 度國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1361)

OPERATIONS UPDATE FOR THE FIRST QUARTER OF 2021

This announcement is published on a voluntary basis by the board (the “**Board**”) of directors (the “**Directors**”) of 361 Degrees International Limited (“**361°**” or the “**Company**”, which together with its subsidiaries, is referred to as the “**Group**”).

The Board would like to provide the following operational update in respect of the Group’s business for the first quarter of 2021.

Retail Sales Performance of the 361° Core Brand

The retail sales (in terms of the retail value) of 361° core branded products for the first quarter of 2021 increased by high-teens when compared to that for the same period of 2020.

Retail Sales Performance of the 361° Kids Brand (an independently run business unit)

The retail sales (in terms of the retail value) of 361° kids branded products for the first quarter of 2021 increased by low-twenties when compared to that for the same period of 2020.

This announcement is made based on a preliminary review of the unaudited operational data of the Group and the information currently available to the Board, and is not reviewed or audited by the Group’s auditors.

The data do not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

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

By order of the Board
361 Degrees International Limited
Ding Huihuang
Chairman

Hong Kong, 19 April 2021

As at the date of this announcement, the Directors are as follows:

Executive Directors: Mr. Ding Wuhao
Mr. Ding Huihuang (*Chairman*)
Mr. Ding Huirong
Mr. Wang Jiabi

*Independent non-executive
Directors:* Mr. Wu Ming Wai Louie
Mr. Hon Ping Cho Terence
Mr. Chen Chuang