

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



FORWARD FASHION
HOLDINGS

Forward Fashion (International) Holdings Company Limited

尚晉(國際)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2528)

POSITIVE PROFIT ALERT

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

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and the information currently available to the Board, the Group is expected to record a net profit attributable to equity holders of the Company of not less than HK\$10 million for the six months ended 30 June 2021, as compared with the loss of approximately HK\$99.8 million for the six months ended 30 June 2020.

The Board considers that the expected estimated improvement of the Group’s results is mainly attributable to improved sales performance and cost savings measures adopted by the Group to control costs. The Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2021 (the “**Interim Results**”). The information contained in this announcement is only based on a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 which have not been reviewed or audited by the Company’s auditor and are being reviewed by the Audit Committee and are therefore subject to adjustments. The actual Interim Results of the Group may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the Interim Results Announcement of the Company which is expected to be published on 20 August 2021.

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

By Order of the Board
Forward Fashion (International) Holdings Company Limited
Fan Wing Ting
Chairman

Hong Kong, 6 August 2021

As at the date of this announcement, the Board comprises Mr. Fan Wing Ting, Ms. Chen Xingyi, Mr. Kevin Trantallis, Mr. Fong Yat Ming and Ms. Fan Tammy as the Executive Directors, and Mr. Chau Kwok Keung, Mr. Yu Chun Kau and Mr. Cheung Chun Yue, Anthony as the Independent Non-executive Directors.