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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)

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement by EEKA Fashion Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

Following the launch of the second phase of the Group’s omni-channel project as announced dated 19 November 2020, the Company is pleased to announce that the third phase of the Group’s omni-channel project has also been successfully launched. The directors (the “**Directors**”) of the Company believe that the completion of the third phase of the omni-channel project has provided important support for the Group to continuously improve operational efficiency: First, the migration of the member middle platform was successfully completed which further improved the customer management ability under the Group’s private domain operation mode; Second, the data middle platform was successfully launched, combined with the existing business and the member middle platform, all the main capability modules of the Group’s digital system were launched; Third, the data center platform is online and synchronizes the intelligent commodity management system; and Fourth, the distributor interface is all open, fully empowering the distributor’s digital management.

The successful launch of the third phase of the omni-channel project, combined with the strong terminal management capabilities of the Group’s highly direct operation, will help to comprehensively enhance the Group’s competitive advantages and increase the Company’s market share in the mid-to-high-end women’s apparel industry.

The Directors believe that omni-channel project will be in line with global trends for omni-channel strategy and will help to increase the Group’s future revenue and profitability which is in the best interests of the Company and its shareholders as a whole.

By Order of the Board
EEKA Fashion Holdings Limited
JIN MING
Chairman

Hong Kong, 28 December 2021

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.