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**Best Mart 360 Holdings Limited**  
**優品360控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2360)**

**POSITIVE PROFIT ALERT**

This announcement is made by Best Mart 360 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 (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) is pleased to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review on the management accounts of the Group for the six months ended 30 September 2022 (the “**Review Period**”) and the information currently available to the Board, the Group is expected to record a significant increase of not less than 250% in the profit attributable to owners of the Company for the six months ended 30 September 2022 as compared with the profit attributable to owners of the Company for the six months ended 30 September 2021. Such increase in profit attributable to owners of the Company was mainly attributable to (i) an increase of approximately 19.6% in revenue for the Review Period as compared with the same period last year mainly due to a net increase of 15 new retail shops in Hong Kong, Macau and the Mainland China as part of the Group’s expansion policy as compared with the same period last year, (ii) the Group adjusted its sales strategy and optimized its product structure, and thus achieving a higher gross profit margin; and (iii) the Group achieved better operational efficiency through improving the ratios of both staff cost to turnover and rent to turnover.

The Company is still in the process of finalizing the consolidated interim results of the Group for the six months ended 30 September 2022. The information contained in this announcement only represents a preliminary assessment based on the information made available to the Board as at the date hereof and such information or figure has not been audited by the auditor or reviewed by the audit committee of the Company. The unaudited interim results announcement of the Group for the six months ended 30 September 2022 is expected to be published on 24 November 2022.

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

By Order of the Board  
**Best Mart 360 Holdings Limited**  
Lin Tsz Fung  
Chairman and Executive Director

Hong Kong, 25 October 2022

*As at the date of this announcement, the executive Directors are Mr. Lin Tsz Fung and Ms. Hui Ngai Fan; and the independent non-executive Directors are Mr. Sze Irons, Ms. Choy So Yuk and Mr. Lee Ka Lun.*