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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 WARNING ANNOUNCEMENT

The Group is expected to record a decrease in revenue, primarily attributable to the subsisting COVID-19 pandemic throughout 2022 which significantly affected the retail sales of the Group. Coupled with the share based expenses as a result of the grant of the third tranche of award shares under the share award scheme adopted by the Company, the net profit for the year ended 31 December 2022 is expected to decrease by around 35% as compared with 2021.

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**”) and potential investors of the Company that the Group is expected to record a decrease in revenue, primarily attributable to the subsisting growth of novel coronavirus (“**COVID-19**”) infected cases in a number of provinces and municipalities in the People’s Republic of China throughout 2022, which significantly affected the retail sales of the Group. Coupled with the share based expenses as a result of the grant of the third tranche of award shares under the share award scheme adopted by the Company, it is expected that the net profit for the year ended 31 December 2022 will decrease by around 35% as compared with 2021.

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 2022, which is expected to be published by the end of March 2023.

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 of
EEKA Fashion Holdings Limited
JIN MING

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 20 January 2023

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.