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Helens International Holdings Company Limited

海倫司國際控股有限公司

(A company incorporated in the Cayman Islands with limited liability)

(Stock Code: 9869)

LATEST BUSINESS UPDATE FOR THE FIRST QUARTER OF 2023

This announcement is made by the board of directors (the “**Board**”) of Helens International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform the shareholders of the Company and potential investors about the latest business update of the Group during the resumption of normal operations after the pandemic.

Based on preliminary review of the unaudited consolidated management accounts of the Group for the three months ended March 31, 2023 and the information currently available to the Board, (i) the Group’s revenue for the three months ended March 31, 2023 ranged from approximately RMB355 million to RMB356 million; (ii) the Group’s raw materials and consumables used for the three months ended March 31, 2023 ranged from approximately RMB98 million to RMB99 million; (iii) the Group’s net profit for the three months ended March 31, 2023 ranged from approximately RMB74 million to RMB76 million.

In the first quarter of 2023, our average daily sales per bar was RMB9.0 thousand, representing an increase of 21% as compared to that in the first quarter of 2022. In the first quarter of 2023, our average daily sales per same-store (the “**same-store**”) was RMB11.2 thousand, representing an increase of 6% as compared to that in the first quarter of 2022. The “same-store” means bars that opened for at least 40 days in the first quarter of 2023 and 2022, respectively, amounting to 387 bars.

The information contained in this announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the Board, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company or the audit committee of the Board. The information contained in this announcement may be subject to change or adjustment. 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
Helens International Holdings Company Limited
Mr. Xu Bingzhong
Chairman of the Board and Chief Executive Officer

Hong Kong, April 24, 2023

As at the date of this announcement, the executive directors are Mr. Xu Bingzhong, Ms. Lei Xing, Ms. Cai Wenjun and Ms. Yu Zhen, and the independent non-executive directors are Mr. Li Dong, Mr. Wang Renrong and Mr. Wong Heung Ming Henry.