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361 Degrees International Limited

361 度國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1361)

OPERATIONS UPDATE FOR THE SECOND QUARTER OF 2023

This announcement is published on a voluntary basis by the board (the “**Board**”) of directors (the “**Directors**”) of 361 Degrees International Limited (“**361°**” or the “**Company**”, which together with its subsidiaries, is referred to as the “**Group**”).

The Board would like to provide the following operational update in respect of the Group’s business for the second quarter of 2023.

Retail Sales Performance of the 361° Core Brand (offline channels)

The retail sales (in terms of the retail value) of 361° core branded products for the second quarter of 2023 recorded approximately low-teens growth compared to the same period of 2022.

Retail Sales Performance of the 361° Kids Brand (offline channels)

The retail sales (in terms of the retail value) of 361° kids branded products for the second quarter of 2023 recorded approximately 20 to 25% growth compared to the same period of 2022.

Retail Sales Performance of the 361° E-commerce Platform

The overall retail sales of 361° E-commerce products for the second quarter of 2023 recorded approximately 30% growth compared to the same period of 2022.

This announcement is made based on a preliminary review of the unaudited operational data of the Group and the information currently available to the Board, and is not reviewed or audited by the Group’s auditors.

The data do not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

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

By order of the Board
361 Degrees International Limited
Ding Huihuang
Chairman

Hong Kong, 17 July 2023

As at the date of this announcement, the Directors are as follows:

Executive Directors:

Mr. Ding Wuhao
Mr. Ding Huihuang (*Chairman*)
Mr. Ding Huirong
Mr. Wang Jiabi

Independent non-executive Directors:

Mr. Wu Ming Wai Louie
Mr. Hon Ping Cho Terence
Mr. Chen Chuang