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**YesAsia Holdings Limited**

**喆麗控股有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 2209)**

## **INSIDE INFORMATION POSITIVE PROFIT ALERT**

This announcement is made by YesAsia Holdings Limited pursuant to Rule 13.09(2)(a) of 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 of the Laws of Hong Kong).

### **POSITIVE PROFIT ALERT**

The Board wishes to inform Shareholders and potential investors that, based on preliminary assessment of the unaudited consolidated management accounts of the Group for the Relevant Period, as well as other information currently available to the Board, the Group expects to record an unaudited consolidated net profit of not less than US\$1,500,000 for the Relevant Period, as compared to a net loss of approximately US\$2,264,000 for the Prior Period. This expected turnaround from a loss to a profit position is primarily attributable to the significant increase in revenue from the sales of beauty products, which was partially offset by a corresponding increase in selling expenses.

#### **(a) Increase in revenue from YesStyle Platforms and AsianBeautyWholesale to historical high in the Group's first-half revenue**

Based on the information currently available, the unaudited consolidated revenue for the Relevant Period is expected to be approximately US\$90,657,000, increasing by approximately US\$27,752,000 or 44.1% compared to approximately US\$62,905,000 for the Prior Period, mainly driven by an increase in sales of beauty products via both YesStyle Platforms and AsianBeautyWholesale. This increase is mainly attributable to (i) the introduction of a new front page and the beauty products-focused promotion strategy of YesStyle Platforms since January 2023, (ii) an enhancement of YesStyle Platforms' marketing efforts to promote the selling of beauty products, and (iii) the expansion of AsianBeautyWholesale to serve more business-to-business (B2B) customers looking to source Asian beauty products globally.

Nevertheless, the gross profit margin of the Group is expected to decrease by approximately 3.5 percentage points to approximately 31.1% (Prior Period: approximately 34.6%), mainly due to an increase in the weighting of revenue from (i) products of AsianBeautyWholesale, which have lower markups because of AsianBeautyWholesale's B2B nature; and (ii) beauty products of YesStyle Platforms, which have lower margins as compared to fashion and lifestyle products.

Accordingly, the unaudited consolidated gross profit of the Group for the Relevant Period is expected to be approximately US\$28,182,000, representing an increase of approximately US\$6,404,000 or 29.4% as compared to approximately US\$21,778,000 for the Prior Period.

**(b) Increase in selling expenses to support revenue growth**

The Group has been devoting much effort to support revenue growth and expansion in scale with sales of the Group during the Relevant Period, which is expected to increase its unaudited selling expenses by approximately US\$2,072,000 or 22.8% to approximately US\$11,146,000 during the Relevant Period as compared to approximately US\$9,074,000 during the Prior Period. The increase was mainly comprised of:

- (i) an increase in marketing and promotion fees by approximately US\$1,042,000 for organising more marketing campaigns and promotional activities to attract new customers and repeat orders; and
- (ii) an increase in payment gateway charges by approximately US\$682,000 or 42.1%, which was in line with revenue growth.

**DEFINITIONS**

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

“AsianBeautyWholesale”	the AsianBeautyWholesale platform with its website at <a href="http://www.asianbeautywholesale.com">www.asianbeautywholesale.com</a>
“Board”	the board of Directors
“Company”	YesAsia Holdings Limited (喆麗控股有限公司), a company incorporated in Hong Kong with limited liability, with its shares listed on the Main Board of the Stock Exchange (stock code: 2209)
“Director(s)”	director(s) of the Company
“Group”	the Company and its subsidiaries

“Interim Results”	the results of the Group for the Relevant Period
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time)
“Prior Period”	six months ended 30 June 2022
“Relevant Period”	six months ended 30 June 2023
“Shareholders”	holders of the shares in the issued share capital of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“YesStyle Platforms”	The YesStyle e-commerce platforms, which include the website at <a href="http://www.yesstyle.com">www.yesstyle.com</a> and the YesStyle mobile apps
“%”	percent

**As the Company is still finalising the Interim Results, the information contained in this announcement is only based on a preliminary assessment of information currently available and the unaudited consolidated management accounts of the Group for the Relevant Period by the Board, and is not based on any figures or information audited or reviewed by the Company’s independent auditor and/or audit committee, and therefore may be subject to further adjustment. Further details of the Interim Results will be disclosed in accordance with the requirements of the Listing Rules by the end of August 2023, which shall prevail over the information contained herein. The Board wishes to emphasize that the Interim Results may be affected by a number of other factors. As such, the above information is provided for Shareholders’ and potential investors’ reference only.**

**This announcement contains certain forward-looking statements in relation to financial conditions, results of operation, and business of the Group (the “Forward-Looking Statements”). The Forward-Looking Statements are made based on the preliminary assessment of information currently available to the Board, therefore the actual future results or performance of the Group may differ materially from the Forward-Looking Statements.**

**Shareholders and potential investors should carefully consider the related risk factors and should not place undue reliance on the Forward-Looking Statements. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board  
**YESASIA HOLDINGS LIMITED**  
**Ng Sai Cheong**  
*Company Secretary*

Hong Kong, 31 July 2023

*As of the date of this announcement, the Board comprises Mr. LAU Kwok Chu, Ms. CHU Lai King, and Mr. CHU Kin Hang as executive Directors; Mr. HUI Yat Yan Henry, Mr. LUI Pak Shing Michael, and Mr. POON Chi Ho as non-executive Directors; and Mr. CHAN Yu Cheong, Mr. SIN Pak Cheong Philip Charles, and Mr. WONG Chee Chung as independent non-executive Directors.*