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**JS Global Lifestyle Company Limited**  
**JS 环球生活有限公司**

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

**(Stock Code: 1691)**

**PROFIT WARNING**

This announcement is made by JS Global Lifestyle Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary information (including the unaudited consolidated management accounts of the Group for the year ended December 31, 2023), it is expected that the profit from continuing operations of the Group for the year ended December 31, 2023 (“**FY2023**”) would be not less than US\$70 million (2022 (restated<sup>Note 1</sup>): approximately US\$111.5 million), representing a decrease of approximately 37.2% as compared to the same period of last year.

The expected decrease in the profit from continuing operations is mainly attributable to:

- (1) the significant increase in the one-off professional service fees as a result of the spin-off and distribution-in-specie of all shares of SharkNinja, Inc. held by the Company and other related matters;

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*Note 1:* SharkNinja, Inc. was separated from the Company as a result of the Company’s distribution-in-specie of all shares of SharkNinja, Inc. held by the Company to all Shareholders as of July 4, 2023 on a pro rata basis in FY2023. In this regard, the Company restated the profit from continuing operations for the year ended December 31, 2022 in accordance with the applicable requirements.

- (2) the increase in sales and marketing expenses for the expansion of the Asia Pacific market, including strengthening the promotion of brand image and consumer awareness through different media channels, enhancing omni-channel distribution capabilities, expanding sales team and promoting core products and new products, etc.;
- (3) the increase in human resources costs to complement the overall expansion of the Asia Pacific market; and
- (4) the impact on the Group's China market business due to unfavorable factors such as intensified competition in the industry, accelerated changes in channels, changes in the structure of revenues from domestic and overseas sales, and unstable revenues from advantageous categories.

The information contained in this announcement is only based on the Company's preliminary assessment of the information currently available (including the unaudited consolidated management accounts of the Group, which have not yet been finalized and have not been reviewed by the Group's auditors or its audit committee). Accordingly, there may be discrepancies between the abovementioned information and the audited consolidated annual results of the Group for FY2023. The Company is in the process of preparing and finalizing the annual results for FY2023. Shareholders and potential investors are advised to read carefully the Group's annual results announcement for FY2023 that is expected to be published by the Company on or before March 31, 2024.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**JS Global Lifestyle Company Limited**  
**WANG Xuning**  
*Chairman*

Hong Kong, January 31, 2024

*As at the date of this announcement, the Board comprises Mr. WANG Xuning, Ms. HAN Run and Ms. HUANG Shuling as executive directors, Mr. Stassi Anastas ANASTASSOV as non-executive director and Mr. Yuan DING, Mr. YANG Xianxiang and Mr. SUN Zhe as independent non-executive directors.*