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)

OPERATIONAL AND BUSINESS UPDATE FOR THE SECOND QUARTER AND THE FIRST HALF OF 2024

This announcement is published on a voluntary basis by the board of directors (the "**Board**") of EEKA Fashion Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") to provide an operational update on the business of the Group.

In order to further enhance the transparency of the Group and provide additional information to the shareholders of the Company and potential investors regarding the Group's business operations in a timely manner, the Board would like to provide an update on the following unaudited operating data of the Group for the three months ended 30 June 2024 and the first half of 2024 as presented based on the brand portfolio of the Group: Koradior, NAERSI, NEXY.CO, La Koradior, NAERSILING, CADIDL, ELSEWHERE and FUUNNY FEELLN and business update for the first half of 2024.

Sales Performance for the Second Quarter and the First Half of 2024 for Koradior Brand

For the second quarter of 2024, sales amount of Koradior branded products recorded 10% negative growth as compared to the same period in 2023.

Taking into account sales performance for the first quarter of 2024, sales amount of Koradior branded products recorded mid-single-digit negative growth for the first half of 2024.

Sales Performance for the Second Quarter and the First Half of 2024 for NAERSI Brand

For the second quarter of 2024, sales amount of NAERSI branded products recorded low-single-digit positive growth as compared to the same period in 2023.

Taking into account sales performance for the first quarter of 2024, sales amount of NAERSI branded products recorded low-single-digit positive growth for the first half of 2024.

Sales Performance for the Second Quarter and the First Half of 2024 for NEXY.CO Brand

For the second quarter of 2024, sales amount of NEXY.CO branded products recorded low-single-digit positive growth as compared to the same period in 2023.

Taking into account sales performance for the first quarter of 2024, sales amount of NEXY.CO branded products recorded mid-single-digit positive growth for the first half of 2024.

Sales Performance for the Second Quarter and the First Half of 2024 for other brands

For the second quarter of 2024, sales amount of other brands products in aggregate recorded low-single-digit negative growth as compared to the same period in 2023.

Taking into account sales performance for the first quarter of 2024, sales amount of other brands products in aggregate recorded low-single-digit negative growth for the first half of 2024.

Business Update for the First Half of 2024

In light of the above operational data, the Group recorded an overall low-single-digit negative growth in the sales amount of all brands products during the first half of 2024. As a result thereof, the Group is expected to record a decrease in net profit of not more than 40% (after taking into account the share-based expenses incurred from the grant of awarded shares under the share award scheme adopted by the Company (the "**ESOP Expenses**")) or not more than 23% (without taking into account the ESOP Expenses) as compared to the same period in 2023 given the general decrease in sales disclosed above, increased investment in brand assets such as advertising and store upgrades and increased research and development investment in intelligence collection, customer research, product development increased marketing expenses.

The sales performance data and financial information disclosed above do not constitute, represent or indicate a complete picture of the Group's revenue or financial performance for the six months ended 30 June 2024. This announcement is based on the Board's preliminary review of the draft unaudited operational data and unaudited consolidated management accounts of the Group and the information currently available to the Board, which have not been audited or reviewed by the Company's auditor or audit committee. 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 shares of the Company.

By order of the Board
EEKA Fashion Holdings Limited
JIN MING
Chairman

Hong Kong, 19 July 2024

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.