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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)

PROFIT WARNING ANNOUNCEMENT

This announcement is made by EEKA Fashion Holdings Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (Cap. 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a decrease in revenue of not more than 5% and a decrease in net profit of not more than 45% for the year ended 31 December 2024 as compared to 2023. The expected decrease in revenue and net profit is primarily attributable to the overall decline in product sales, the increased investment in brand assets and research and development, including advertising and store upgrades, intelligence collection, customer research, product development and increased marketing expenses.

The information above is only a preliminary assessment by the Board based on the draft unaudited consolidated management accounts of the Group and the information currently available to the Board, which has not been finalised and not audited or reviewed by the Company’s auditors or audit committee. Accordingly, the actual results of the Group may be different from what is disclosed in this announcement. The information contained in this announcement may be subject to change and adjustment. Shareholders and potential investors of the Company are advised to read the announcement of the Company on the annual results for the year ended 31 December 2024, which is expected to be published by the end of March 2025.

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
EEKA Fashion Holdings Limited
JIN MING
Chairman

Hong Kong, 17 January 2025

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.