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EASTBUY

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East Buy Holding Limited

東方甄選控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1797)

**RESIGNATION OF COMPANY SECRETARY, AUTHORISED
REPRESENTATIVE AND PROCESS AGENT
AND APPOINTMENT OF JOINT COMPANY SECRETARIES, AUTHORISED
REPRESENTATIVE AND PROCESS AGENT**

**RESIGNATION OF COMPANY SECRETARY, AUTHORISED REPRESENTATIVE AND
PROCESS AGENT**

The board of directors (“**Board**”) of East Buy Holding Limited (“**Company**”) hereby announces that Mr. Cheung Kai Cheong Willie (“**Mr. Cheung**”) has tendered his resignation as the company secretary of the Company, an authorised representative of the Company under Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Authorised Representative**”) and the authorised representative to accept service of process or notice on behalf of the Company in Hong Kong (the “**Process Agent**”) under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) with effect from the date of this announcement. Mr. Cheung has confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company (the “**Shareholders**”) and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”). The Board would like to take this opportunity to express its sincere appreciation to Mr. Cheung for his contribution to the Company during the tenure of his office.

**APPOINTMENT OF JOINT COMPANY SECRETARIES, AUTHORISED
REPRESENTATIVE AND PROCESS AGENT**

The Board announces that, Ms. Song Jie (“**Ms. Song**”) and Ms. Ma Wing Yee (“**Ms. Ma**”) have been appointed as the joint company secretaries of the Company with effect from the date of this announcement. Ms. Ma has been appointed as the Authorised Representative and Process Agent with effect from the date of this announcement.

The biographical details of Ms. Song are set out as follows:

Ms. Song joined the Group in May 2018 as its director of investor relations, and has been responsible for the capital market communication and management before and after the Company's listing, information disclosure and compliance management, the Board and board committees-related matters, investor relations and general meeting-related affairs, ESG reporting and governance, and management of share incentive schemes of the Company. Ms. Song has participated in the IPO process of the Company and optimized investor relations and information disclosure, and promoted ESG sustainable development strategies. She has received a number of awards for her outstanding performance. Ms. Song has been working with the existing company secretary of the Company, Mr. Cheung, and communication with Mr. Cheung in the areas including but not limited to the Group's corporate governance, company secretarial and administrative matters. Ms. Song is familiar with the operation of the Group and has extensive experience in the corporate practice. Ms. Song has previously held positions in charge of investor relations and information disclosure at multiple listed companies, and possesses over 15 years of experience in capital market communication and management, corporate governance, and board-related matters. Further, Ms. Song studied at the School of Finance of Central University of Finance and Economics, majoring in International Economics and Trade/Financial Risk Management, she holds bachelor degrees in Commerce and Economics from Victoria University (Melbourne, Australia) and Master of Arts in International Economics and Finance at the International Business School at Brandeis University.

The biographical details of Ms. Ma are set out as follows:

Ms. Ma is an assistant manager of SWCS Corporate Services Group (Hong Kong) Limited and has over 10 years of experience in corporate governance and company secretarial practice in listed companies on the Stock Exchange. She is currently the company secretary of a few listed companies on the Stock Exchange. Ms. Ma obtained a bachelor's degree of art from the University of Hong Kong. She is an associate member of The Hong Kong Chartered Governance Institute and The Chartered Governance Institute in the United Kingdom.

Pursuant to Rule 8.17 of the Listing Rules, the issuer must appoint a company secretary who satisfies Rule 3.28 of the Listing Rules. Pursuant to Rule 3.28 of the Listing Rules, an issuer must appoint a company secretary who, by virtue of his academic or professional qualifications or relevant experience, is, in the opinion of the Stock Exchange, capable of discharging the functions of company secretary.

Although Ms. Song does not possess the professional qualification as required under note 1 of the Rule 3.28 of the Listing Rules, Ms. Song has acquired company secretarial work experience and Listing Rules knowledge since she joined the Group in 2018, where she has assisted the Company with preparing announcements, monthly returns, investor relations publications, and regular communication with investors as well as closely working with the Hong Kong Professional Advisors for handling a variety of company secretarial and compliance issues of the Company.

Further, in her capacity as the director of investor relations of the Company, Ms. Song has taken a leadership role whose duties include working and communicating with Mr. Cheung on the Company's corporate governance, secretarial and administrative matters under the Listing Rules and relevant laws and regulations of Hong Kong. She is also responsible for advising the Board on corporate governance matters and ensuring that the Board's compliance of the Company's internal policies, procedures and the Listing Rules. She also assists in organizing meetings of the Board, committees of the Board and the Shareholders, ensuring due compliance with disclosure duties under the Listing Rules and Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and work alongside Mr. Cheung, the share registrar and the Hong Kong legal advisor of the Company. Based on the above, the Company believes that Ms. Song is capable of discharging her functions as a Joint Company Secretary.

In addition, Ms. Song will be assisted by Ms. Ma, who has the qualification and experience of a company secretary as required under Rule 3.28 of the Listing Rules, on matters concerning the Company's ongoing compliance with the Listing Rules and the applicable laws and regulations. Ms. Song has also confirmed that she will take no less than 15 hours of relevant professional training in each financial year in compliance with the Rule 3.29 of the Listing Rules.

On the basis of the foregoing, the Company has applied to the Stock Exchange, and the Stock Exchange has granted, a waiver from strict compliance with Rules 3.28 and 8.17 of the Listing Rules for a period of three years from the date of appointment of Ms. Song as the joint company secretary (the "**Waiver Period**"), on the conditions that: (a) Ms. Song must be assisted by Ms. Ma as a joint company secretary throughout the Waiver Period; and (b) the waiver could be revoked if there are material breaches of the Listing Rules by the Company. Before the end of the Waiver Period, the Company must demonstrate and seek confirmation from the Stock Exchange that Ms. Song, having had the benefit of Ms. Ma's assistance during the Waiver Period, has attained the relevant experience and is capable of discharging the functions of a company secretary under Rule 3.28 of the Listing Rules such that a further waiver will not be necessary. The Stock Exchange may withdraw or change the waiver if the Company's situation changes.

The Board would like to extend its warmest welcome to Ms. Song and Ms. Ma for the appointments.

By order of the Board
East Buy Holding Limited
YU Minhong
Chairman

Hong Kong, 22 August 2025

As of the date of this announcement, the Board comprises the following members: Mr. YU Minhong and Mr. YIN Qiang as executive Directors; Ms. SUN Chang as non-executive Director; and Mr. LIN Zheyang, Mr. KWONG Wai Sun Wilson and Mr. YAN Andrew Y as independent non-executive Directors.