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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)

DISCLOSEABLE TRANSACTION IN RELATION TO THE SUBSCRIPTION OF WEALTH MANAGEMENT PRODUCT

The Board announces that on October 9, 2025, the Group subscribed for a wealth management product offered by CMBC in the principal amount of RMB50 million (the "**Subscription**"), the principal of which was non-guaranteed with floating return at the expected annualized rate of 2.60%-3.00% and the maturity date is December 1, 2026. Prior to the Subscription, the Group had also subscribed for the following non-principal guaranteed products with floating return which remained outstanding as at the date of the Subscription ("**Outstanding Subscriptions**"), and the aggregate outstanding principal amount of the Outstanding Subscriptions and the Subscription was RMB230 million. Details of the Outstanding Subscriptions are set out below.

No.	Subscription date	Principal amount *(RMB million)*	Expected rate of return	Maturity date	Outstanding principal amount as of the date of this announcement *(RMB million)*
1.	March 25, 2025	50	2.40%-3.00%	minimum term of 91 days from the subscription date	50
2.	June 11, 2025	30	2.75%-3.05%	August 4, 2026	30
3.	July 31, 2025	100	2.20%-2.60%	minimum term of 91 days from the subscription date	100

BASIS OF CONSIDERATION

The Board confirmed that the consideration of the Subscription was determined on the basis of commercial terms negotiated at arm's length between the Company and CMBC or its agent, having considered (i) the available surplus cash of the Company for treasury management purpose, (ii) the expected investment return and terms of the Subscription, and (iii) the prevailing market interest rates and practices.

REASONS FOR AND BENEFITS OF THE SUBSCRIPTION

The Subscription was carried out by the Group for treasury management purposes in order to maximize the utilization of its surplus cash received from its business operations, with a view to achieving balanced yields whilst maintaining high liquidity and a low level of risks. Taking into account, among others, the low level of risks and the expected rates of return of the wealth management product, the Group considers that the Subscription would provide the Group with better returns than the returns on deposits generally offered by commercial banks and increase the Company's overall earnings. The Company has monitored and managed the subscriptions closely and effectively and will continue to do so. Having considered that the Subscription had been classified as relatively low risk after careful assessment, and with reference to similar products in the market and their general rates of return, the Board was of the view that the terms of the Subscription are fair and reasonable and in the best interests of the Company and its Shareholders as a whole. The Group has implemented adequate and appropriate internal control procedures to ensure the Subscription would not affect the working capital or the operations of the Group, and that such investments would be conducted on the principle of protecting the interests of the Company and its Shareholders as a whole.

INFORMATION OF THE PARTIES

The Group

Our Group positioned ourselves as a livestreaming platform that focuses on carefully selecting premium products for our customers, an outstanding product and technology company that continually provides its agricultural products under our private label, "East Buy" (東方甄選), as its core product, and a cultural communication company that provides customers with pleasant experience.

CMBC

CMBC is a joint stock company incorporated with limited liability in the PRC, the H shares and A shares of which are listed on the Stock Exchange (stock code: 1988) and the Shanghai Stock Exchange (stock code: 600016) respectively. CMBC is currently licensed to engage in Type 1 (dealing in securities), Type 2 (dealing in futures contracts), Type 4 (advising on securities), Type 6 (advising on corporate finance) and Type 9 (asset management) regulated activities, as well as financing and money lending business with the capacity as "exempted persons" defined in the Money Lenders Ordinance (no license required pursuant to the Money Lenders Ordinance), etc.

To the best of Directors' knowledge, information and belief after making all reasonable enquiries, CMBC and its ultimate beneficial owners are third parties independent of the Company and its connected persons.

LISTING RULES IMPLICATIONS

As all of the applicable percentage ratios (as defined under Rule 14.07 of the Listing Rules) in respect of the Subscription were below 5%, the Subscription did not constitute a discloseable transaction of the Company on a standalone basis.

Given that the Subscription and the Outstanding Subscriptions, were subscribed with CMBC and the Outstanding Subscriptions, remained outstanding as of the date of this announcement, pursuant to Rule 14.22 of the Listing Rules, the Subscription shall be aggregated with the Outstanding Subscriptions.

As the highest applicable percentage ratio (as defined under Rule 14.07 of the Listing Rules) of the transaction amounts of the Subscription (on aggregated basis), exceeded 5% but all of the ratios were below 25%, the transaction constituted discloseable transaction of the Company and shall be subject to the notification and announcement requirements but exempt from the shareholders' approval requirement under the Listing Rules.

DEFINITIONS

"**Board**"	the board of Directors
"CMBC"	China Minsheng Bank Corp., Ltd. (中國民生銀行股份有限公司)
"**China**" or "**PRC**"	The People's Republic of China
"**Company**", " **us**", "**we**" or "**our**"	East Buy Holding Limited, an exempted company with limited liability incorporated under the laws of the Cayman Islands on 7 February 2018, the shares of which are listed on the Main Board of the Stock Exchange (Stock Code: 1797)
"**connected person(s)**"	has the meaning ascribed to it by the Listing Rules
"**Directors**"	the directors of the Company
"**Group**"	the Company and its subsidiaries (as defined in the Listing Rules)
"**Hong Kong**"	the Hong Kong Special Administrative Region of the People's Republic of China
"**Listing Rules**"	the Rules Governing the Listing of Securities on the Stock Exchange
"**percentage ratios**"	has the meaning ascribed to it by the Listing Rules
"**RMB**"	Renminbi, the lawful currency of China
"**Shareholder(s)**"	holder(s) of shares in the Company

"**Stock Exchange**" or "**Hong Kong Stock Exchange**"	The Stock Exchange of Hong Kong Limited
"**subsidiary(ies)**"	has the meaning ascribed to it by the Listing Rules

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

Hong Kong, October 10, 2025

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