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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)

VOLUNTARY ANNOUNCEMENT
SUBSCRIPTION FOR INTEREST IN LU WEIKAITENG NO.1 (CHENGDU) EQUITY INVESTMENT PARTNERSHIP (LIMITED PARTNERSHIP)

This announcement is being voluntarily issued by EEKA Fashion Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") to inform shareholders and potential investors of the latest investment progress of the Group.

The board (the "**Board**") of directors (the "**Directors**") of the Company hereby announces that the Group has agreed to subscribe for limited partnership interest in Lu Weikaiteng No.1 (Chengdu) Equity Investment Partnership (Limited Partnership) (the "**Fund**") as a limited partner for a capital contribution of RMB40 million, representing approximately 6% of the total capital contributions to the Fund.

The Fund is a RMB-denominated fund established in the form of a limited partnership in Chengdu, China. It is initiated and established by L Catterton (Chengdu) Investment Management Co., Ltd. and its related parties, with L Catterton (Chengdu) Investment Management Co., Ltd. acting as the fund manager.

L Catterton (Chengdu) Investment Management Co., Ltd. is a private equity fund management entity established by L Catterton in Chengdu, responsible for managing and operating L Catterton's RMB funds in China.

INFORMATION ABOUT L CATTERTON

L Catterton is a private equity firm under the LVMH Group. It was formed in 2016 through the merger of L Capital and the U.S. Catterton. The firm specializes in consumer industry investments, operates 9 investment platforms and 17 offices across five continents globally, and manages approximately US$35 billion in assets. Its funds include flagship buyout funds, growth funds, and RMB funds, with a focus on eight key areas: cross-border expansion, consumer technology, food & beverage, pet economy, beauty & personal care, healthcare, new retail, and apparel & fashion. Since its inception, L Catterton has made nearly 300 investments in the consumer sector and

has repeatedly been ranked among the "Best Investment Institutions in China's New Consumer Industry (中國新消費產業最佳投資機構)" by ChinaVenture and "Top Consumer Investment Institution of the Year (大消費年度投資機構)" by Forbes.

To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, L Catterton, the Fund, the general partner and fund manager of the Fund and their respective ultimate beneficial owners are third parties independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**")).

The subscription in the Fund does not constitute a notifiable or connected transaction of the Company under Chapter 14 or 14A of the Listing Rules.

REASONS FOR AND BENEFITS OF THE INVESTMENT

The Group is principally engaged in the design, promotion, marketing and sale of self-owned branded ladies-wear in China. The Board believes that the investment in L Catterton aligns with the Company's long-term vision, particularly in the following aspects:

(1) Enhancing Brand Influence:

L Catterton is backed by LVMH, the global luxury goods group, and has invested in numerous international fashion brands such as ETRO and GANNI. It possesses deep resources and networks in the global luxury and premium consumer sectors. Upon completion of this subscription, EEKA Fashion will gain opportunities to connect with these international brands, laying the foundation for future collaborations such as co-branded collections and design concept exchanges. This will help EEKA Fashion move closer to an international affordable luxury or even luxury positioning, continuously strengthen brand topicality and fashion attributes, and enhance overall brand influence.

(2) Capturing Potential New Business Development and Cooperation Opportunities:

L Catterton focuses on consumer sector investments, with its RMB funds particularly targeting cross-border expansion, beauty & personal care, apparel & fashion, and others among its eight focus areas. It has invested in dozens of consumer companies. By investing in L Catterton, EEKA Fashion can leverage its keen insight into consumer trends to gain priority access to high-quality investment opportunities upstream and downstream. This not only generates additional returns through investments but also helps build a more comprehensive fashion consumer ecosystem around the Company's core high-end women's apparel business, thereby enhancing risk resilience.

(3) Seizing Development Trends and Opportunities in the Consumer Market:

L Catterton specializes in the consumer industry, possessing deep understanding and extensive deployment in the sector. Its investments cover all stages from early-stage to growth-stage companies, enabling it to flexibly capture opportunities at different phases. By leveraging L Catterton's professional, forward-looking insights into tracks such as the pet economy, beauty & personal care, and health consumption, the Company will be better positioned to grasp long-term trends and precisely deploy new growth drivers.

The Directors consider that the subscription in the Fund is on normal commercial terms, fair and reasonable and in the interests of the Company and its shareholders as a whole.

By order of the Board
EEKA Fashion Holdings Limited
Jin Ming
Chairman

Hong Kong, 11 December 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.