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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)

CONNECTED TRANSACTION
IN RELATION TO THE LEASE AGREEMENT

THE LEASE AGREEMENT

On 4 January 2026, Dong Xiaozhen, as tenant, and Metropolis Holding, as landlord, entered into the Lease Agreement, pursuant to which Metropolis Holding agreed to lease to Dong Xiaozhen the Premises for a lease term of 60 months commencing from 1 January 2026.

In accordance with IFRS 16 Leases, the Group will recognize the lease of the Premises under the Lease Agreement as right-of-use assets in its consolidated financial statements. The aggregate value of the right-of-use assets to be recognised by the Group under the Lease Agreement amounts to approximately RMB10 million.

LISTING RULES IMPLICATIONS

As at the date of the announcement, Mr. Yu, the executive Director and a connected person of the Company, beneficially owns Tigerstep. Metropolis Holding is subsidiary of Tigerstep and thus a connected person of the Company. Accordingly, the transaction contemplated thereunder constitutes a connected transaction of the Company under Chapter 14A of the Listing Rules.

As one or more applicable percentage ratios (as defined under Rule 14.07 of the Listing Rules) in respect of the total value of the right-of-use asset to be recognized by the Group in connection with the Lease Agreement is more than 0.1% but less than 5%, the entering into of the Lease Agreement is subject to the reporting and announcement requirements, but exempt from the independent shareholders' approval requirement under Chapter 14A of the Listing Rules.

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THE LEASE AGREEMENT

The principal terms of the Lease Agreement are set out below:

Date:	4 January 2026
Parties:	(i) Dong Xiaozhen, as tenant, and (ii) Metropolis Holding, as landlord
Premises:	Unit 101, 1st Floor, Euro Plaza, No. 2, Haidian East Third Street, Haidian District, Beijing, PRC
Area of Premises:	439 square meters
Term:	The term commences from 1 January 2026 for a term of 60 months.
Use:	For commercial use.
Rent and aggregate value of the right-of-use assets:	The monthly rent in respect of the Premises is approximately RMB220,323.13 (inclusive of value-added tax). In accordance with IFRS 16 Leases, the Group will recognize the lease of the Premises under the Lease Agreement as right-of-use assets in its consolidated financial statements. The aggregate value of the right-of-use assets to be recognised by the Group under the Lease Agreement amounts to approximately RMB10 million. The rent was determined after arm's length negotiations between the parties, taking into account, among others, the current market rental rates for premises comparable in size, location and amenities, the size of the premises, specifically the total floor area available for use, the location of the premises, including distance to public transportation and business districts. The rent payable under the Lease Agreement will be financed primarily by internal resources of the Group.

Security Deposit:	The Tenant shall pay to the Landlord a security deposit of approximately RMB720,234.39, being three months' rental and management fees, within 5 business days after the signing of the Lease Agreement.
Payment arrangements:	The rent, management fees, and other relevant charges shall be paid by the Tenant on quarterly basis through bank transfer in accordance with the schedule as set out in the Lease Agreement.

REASONS FOR AND BENEFITS OF ENTERING INTO THE LEASE AGREEMENT

The entering into of the Lease Agreement can provide the Group with enhanced and necessary premises to satisfy its daily business operation needs and will also enable the Group to secure a long-term premise for commercial use, which will enhance the operation and management capacity of the Group.

Having considered the above, the Directors (including the independent non-executive Directors) are of the view that the transactions under the Lease Agreement are entered into in the ordinary and usual course of business of the Group and on normal commercial terms or better, and the terms of the Lease Agreement are fair and reasonable and in the interests of the Company and the Shareholders as a whole.

As Mr. Yu (the executive Director) has a material interest in the Lease Agreement, he had abstained from voting on the Board resolution approving the Lease Agreement. Save as the aforesaid, none of the Directors has any material interest in the Lease Agreement and was required to abstain from voting on the Board resolution in relation to the Lease Agreement.

INFORMATION ABOUT THE PARTIES

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 as its core product 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.

Dong Xiaozhen is a limited liability company established in the PRC and is indirect wholly-owned subsidiary of the Company. It is principally engaged in retail and trading business.

Tigerstep is an investment holding company beneficially owned by Mr. Yu, our Director.

Metropolis Holding is a limited liability company established in the PRC and an indirect wholly-owned subsidiary of the Tigerstep. It is principally engaged in commercial leasing and property management business.

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DEFINITIONS

"associate"	has the meaning ascribed to it by the Listing Rules
"Board"	the board of Directors
"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
"controlling shareholder"	has the meaning ascribed to it by the Listing Rules
"Directors"	the directors of the Company
"Dong Xiaozhen" or "Tenant"	Dong Xiaozhen (Beijing) Trading Co., Ltd. (東小甄(北京)商貿有限公司), a company established in the PRC with limited liability
"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
"IFRS"	the International Financial Reporting Standards, as issued from time to time by the International Accounting Standards Board
"Lease Agreement"	the lease agreement dated 4 January 2026 entered into between the Tenant and the Landlord for the lease of the Premises
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange

"Metropolis Holding" or "Landlord"	Metropolis Holding (Tianjin) Co., Ltd. (都會洪業(天津)有限公司), a company established in the PRC with limited liability
"Mr. Yu"	Mr. YU Minhong, our executive Director, chairman of our Board and the chief executive of the Company
"percentage ratios"	has the meaning ascribed to it by the Listing Rules
"Premises"	Unit 101, 1st Floor, Euro Plaza, No. 2, Haidian East Third Street, Haidian District, Beijing, PRC
"RMB"	Renminbi, the lawful currency of China
"Shareholder(s)"	holder(s) of shares in the Company
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"subsidiary(ies)"	has the meaning ascribed to it by the Listing Rules
"Tigerstep"	Tigerstep Developments Limited, a company incorporated under the laws of the British Virgin Islands

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

Hong Kong, 5 January 2026

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.