

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Sterling Group Holdings Limited

美臻集團控股有限公司*

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1825)

(1) RESIGNATION OF EXECUTIVE DIRECTOR AND AUTHORISED REPRESENTATIVES;

AND

(2) APPOINTMENT OF EXECUTIVE DIRECTOR AND AUTHORISED REPRESENTATIVES

The board (the “**Board**”) of directors (the “**Directors**”, each a “**Director**”) of Sterling Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that the following changes are effective from 5 March 2026:

- (1) Mr. Yang Lun (“**Mr. Yang**”) resigned as an executive Director; an authorised representative of the Company (the “**Authorised Representative**”) for the purpose of Rule 3.05 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”); and an authorised representative for accepting the service of process and notices on behalf of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the “**Process Agent**”); and
- (2) Mr. Wang Yunji (“**Mr. Wang**”) has been appointed as an executive Director; an Authorised Representative and a Process Agent.

(1) RESIGNATION OF EXECUTIVE DIRECTOR AND AUTHORISED REPRESENTATIVES

Mr. Yang

Mr. Yang resigned as (i) an executive Director; (ii) an Authorised Representative; and (iii) a Process Agent, as he would like to devote more time to his personal endeavours, with effect from 5 March 2026.

Mr. Yang has confirmed that he has no disagreement with the Board and that there are no matters in relation to his resignation that need to be brought to attention of the shareholders of the Company (the “**Shareholders**”) and the Stock Exchange.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Yang for his valuable contributions to the Group during his tenure of office as the executive Director.

(2) APPOINTMENT OF EXECUTIVE DIRECTOR AND AUTHORISED REPRESENTATIVES

Mr. Wang

Mr. Wang has been appointed as (i) an executive Director; (ii) an Authorised Representative; and (iii) a Process Agent, with effect from 5 March 2026.

The biographical details of Mr. Wang are set out as follows:

Mr. Wang, aged 44, obtained a bachelor degree of Linguistics and a master degree of Theory of Translation and Intercultural Communications from the Moscow State University in 2006 and 2008 respectively. Since April 2025, Mr. Wang has served as the overseas marketing manager of Sterling Online Star Marketing Limited (“**Sterling Online**”, an indirect wholly owned subsidiary of the Company). His responsibilities mainly include strategic planning and business development of overseas markets of the Group’s businesses. Mr. Wang shall cease his position of overseas marketing manager of Sterling Online upon his appointment as an executive Director. Since October 2009, he has served as the regional vice general manager of Hilong Group of Companies Ltd, a subsidiary of Hilong Holding Limited, which is listed on the Main Board of the Stock Exchange (stock code: 1623). His responsibilities mainly include sales, marketing, business development and operation across Russian-speaking territories.

Mr. Wang has entered into a service agreement with the Company for a term of one (1) year. He will hold office until the next annual general meeting of the Company and is thereafter subject to retirement by rotation and re-election in accordance with the articles of association of the Company. Mr. Wang will be entitled to an annual salary of HK\$1,260,000; and quarterly bonuses and a year end bonus (subject to the review and discretion of the Board). The above remuneration is determined by the Board on the recommendation of the remuneration committee of the Company and by reference to his duties and responsibilities and prevailing market conditions.

As at the date of this announcement, Mr. Wang has no interest in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, as at the date of this announcement, Mr. Wang (i) has not held any directorships in other publicly listed companies in the last three years; and (ii) does not have any other relationship with any Directors, senior management, substantial or controlling shareholders of the Company.

Save as disclosed above, the Board is not aware of any other matter in relation to the appointment of Mr. Wang that needs to be brought to the attention of the Shareholders and any information which is required to be disclosed under Rules 13.51(2)(h) to (v) of the Listing Rules.

The Board would like to take this opportunity to express its warmest welcome to Mr. Wang for joining the Board.

By order of the Board
Sterling Group Holdings Limited
美臻集團控股有限公司*
Wong Mei Wai Alice
*Chairperson, Executive Director
and Chief Executive Officer*

Hong Kong, 5 March 2026

As at the date of this announcement, Ms. Wong Mei Wai Alice is the executive Director and Chairperson, Mr. Zhang man and Mr. Wang Yunji are the executive Directors, and Ms. Chen Jie and Ms. Wu Jing are the independent non-executive Directors.

* *For identification purposes only*