SAINT BELLA

SAINT BELLA GROUP LIMITED
聖貝拉集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2508)

VOLUNTARY ANNOUNCEMENT IN RELATION TO STRATEGIC COOPERATION BETWEEN THE GROUP AND L CATTERTON

This announcement is made by SAINT BELLA GROUP LIMITED (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to provide shareholders and potential investors of the Company with information on the latest business development of the Group.

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that, the Group has entered into a strategic cooperation with L Catterton, a leading global consumer private equity fund. The Board is of the view that this cooperation will fully integrate the strengths and resources of both parties in the high-end consumption and globalization network, which will give impetus to the long-term development of the Group.

Both parties will focus on the following collaborative efforts:

I. Technological Innovation Support and Experience Upgrade

L Catterton will provide the Group with world-leading technological innovation support and consumer insights, assisting the Group to optimize service quality and innovate customers' experience.

II. Bidirectional Resource Synergy to Facilitate International Deployment

The Group will leverage on L Catterton's global network resources to introduce overseas quality brands and industry talents, and explore international market opportunities with L Catterton, thereby accelerating the Group's overseas strategic deployment.

III. Joint Investment Incubation and Strategic Acquisitions Introduction

The core strategic objective of this cooperation is to build a global leading home care brand group through global industry investment incubation and mergers and acquisitions integration. Both parties will leverage on L Catterton's global network of top-tier consumer resources to systematically search for, evaluate and target maternal, childcare and health consumer products companies with high-growth potential globally. Through continuous external mergers and acquisitions integration, this deployment aims to build a brand ecosystem covering a wide range of product types such as maternal, childcare and health consumer products, and ultimately accelerate the Group's evolution from a single service operator to a multi-branded and group-based global home care brand group. Both parties will proceed through the following two-pronged approach:

(i) Joint investment incubation: With L Catterton's global operation experience and LVMH ecological resources, the parties will jointly explore the global market. For international brands with development potential, both parties will jointly evaluate the possibility of direct investment, explore the market together through in-depth capital cooperation and achieve synergistic growth.

(ii) Strategic acquisitions introduction: Leveraging on L Catterton's global network, the Group will introduce top international care brands and retail brands to enrich its retail footprint and enhance its product matrix.

In addition, L Catterton's extensive resources in the high-end consumer sector will enable the Group to co-create content and collaborate with global brands in overseas markets, enhance international influence of the brands, and jointly establish a cross-sector high-end maternal, childcare and lifestyle ecosystem.

Information on L Catterton

L Catterton is a market-leading consumer-focused investment firm managing approximately $40 billion of equity capital across three multi-product platforms: private equity, credit, and real estate. The firm invests across the capital structure in well-positioned consumer businesses, with initial equity investments ranging from $5 million to $5 billion. Leveraging deep category insight, operational excellence, and a broad network of strategic relationships, L Catterton's team of more than 200 investment and operating professionals across 18 offices partners with management teams to drive differentiated value creation. Founded in 1989, the firm has made over 300 investments in some of the world's most iconic consumer brands.

Future Outlook

The Board believes that the strategic cooperation with L Catterton will bring new growth momentum to the Group. In the future, the Group will continue to explore investment and product development opportunities, with a view to building a global leading high-end home care and lifestyle cross-sector ecosystem. This cooperation will also enable the Company to accelerate its overseas expansion and enhance opportunities for overseas investments and mergers and acquisitions, thereby creating long-term and stable value for the shareholders of the Company.

The Board would like to emphasize that the aforesaid strategic cooperation may or may not proceed, and as at the date of this announcement, no legally binding agreement has been entered into between the parties in relation to the strategic cooperation. The Company will make further disclosures on the updates of this strategic cooperation in subsequent announcement(s) in due course if the strategic cooperation is materialized.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
SAINT BELLA GROUP LIMITED
Mr. Xiang Hua
Chairman of the Board, Executive Director and Chief Executive Officer

Hong Kong, March 18, 2026

As of the date of this announcement, the Board comprises Mr. Xiang Hua as executive Director and Ms. Wu Annie Suk Ching, Mr. Rainer Josef Bürkle and Mr. Sim Koon Yin Edmund as independent non-executive Directors.