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.

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)

GRANT OF SHARE AWARDS UNDER THE 2023 SCHEME

The Board hereby announces that on 28 April 2026, the Company granted Share Awards to certain eligible participants, being the Grantees (including Directors and senior management). Details of the grants are as follows:

Date of grants: 28 April 2026

Grantees: A summary of the Grantees and their grants is set out below:

	Grantees	Number of Share Awards granted	% total number of Shares in issue as at the date of this announcement
Directors or chief executives of the Company	YU Minhong (executive Director, Chairman and chief executive officer) ("**Mr. Yu**")	1,800,000	0.17%
	YIN Qiang (executive Director, chief financial officer) ("**Mr. Yin**")	450,000	0.04%
Other Employee Participants	300 individuals	17,051,400	1.61%
Total	**302 individuals**	**19,301,400**	**1.82%**

Issue price for the Grant: The issue price per Share Award upon the vesting is nil.

Market price of each Share: The closing price per Share on the date of grants was HK$28.44.

Vesting period:

Each grant has a total vesting period of 3 years from the date of grant, and shall vest according to the following schedule:

(1) One third of the total Share Awards granted will vest on the first anniversary of the date of grant;

(2) One third of the total Share Awards granted will vest on the second anniversary of the date of grant; and

(3) One third of the total Share Awards granted will vest on the third anniversary of the date of grant.

Other key restrictions:

Performance targets

With respect to each Grantee, upon each vesting date, the portion of Share Awards eligible to vest will actually vest if the Grantee meets the specified threshold in their performance evaluations during the one-year period prior to the vesting date. The scheme administrator may determine whether any eligible but not actually vested Share Awards may be rolled over and vest on a subsequent date during the vesting period, based on factors including the overall financial position and operating conditions of the Group on each vesting date, with a focus on the growth and reputation of the Group and its industry ranking, and benchmarking of the Company's key performance metrics against comparable companies in the same industry or with a listing on the Hong Kong or a comparable stock exchange.

Clawback mechanism

Under the 2023 Scheme, the Board may determine that, with respect to a Grantee, Share Awards granted but not yet exercised shall immediately lapse (if not automatically lapsed under the award letter), and with respect to any Shares delivered or amount paid to the Grantee, the Grantee be required to transfer the same value, whether in Shares and/or cash, back to our Company (or nominee). These circumstances are: (a) the Grantee ceasing to be an Eligible Participant (as defined in the 2023 Scheme) by reason of termination for cause or without notice, or as a result of being charged/penalised/convicted of an offence involving the Grantee's integrity or honesty; (b) the Grantee committing a serious misconduct or breach; or (c) the Share Awards granted to the Grantee will no longer be appropriate and aligned with the purpose of the 2023 Scheme.

Shareholder rights

None of the Grantees are entitled to any Shareholder rights (including dividend and voting rights) until and to the extent that their Share Awards have vested and settled.

Other information: Following the grants, an aggregate of 56,263,261 Shares remain available for future grants under the 2023 Scheme (assuming that no granted awards have lapsed or been cancelled or are settled in a manner other than the Company issuing new Shares).

The Company does not have any arrangement to provide financial assistance to the Grantees to facilitate the purchase of Shares underlying the Share Awards granted.

Listing Rules Implications

The Proposed Grant to Mr. Yu and the Grant to Mr. Yin have been reviewed and approved by the independent non-executive Directors in accordance with Rule 17.04(1) of the Listing Rules. Mr. Yu and Mr. Yin had abstained from voting on the board resolutions relating to the respective grants to themselves.

The Proposed Grant to Mr. Yu would result in the Shares issued and to be issued in respect of all awards granted to Mr. Yu (excluding any awards lapsed in accordance with the terms of the applicable scheme) in the 12-month period up to and including the date of the said grants representing in aggregate over 0.1% of the issued Shares (excluding treasury Shares). Such grant is conditional upon approval by the Shareholders (with Mr. Yu, his close associates and all core connected persons of the Company abstaining) at a general meeting to be held by the Company in accordance with Rule 17.04(4) of the Listing Rules.

For the avoidance of doubt, the Proposed Grant to Mr. Yu would not result in the Shares issued and to be issued in respect of all options and awards granted to Mr. Yu (excluding any options and awards lapsed in accordance with the terms of the applicable scheme) in the 12-month period up to and including the date of the said grant representing in aggregate over 1% of the issued Shares (excluding treasury Shares).

To the Company's best knowledge, other than as disclosed above, none of the Grantees: (a) is a director, chief executive, or substantial shareholder (as defined in the Listing Rules) of the Company, or an associate of any of them; (b) is a related entity participant or service provider (as defined in Chapter 17 of the Listing Rules); or (c) has been granted awards that exceed their respective individual limits as set out in Chapter 17 of the Listing Rules.

General Meeting

Ordinary resolution will be proposed at a general meeting to be held by the Company to consider and, if thought fit, approve the Proposed Grant to Mr. Yu. A circular of the Company containing, among others, details of the Proposed Grant to Mr. Yu as well as a notice convening the general meeting, will be provided to the Shareholders in accordance with the requirements of the Listing Rules in due course.

"2023 Scheme"	the share incentive scheme of the Company approved by Shareholders on 9 March 2023, a summary of the principal terms of which is set out in the Company's circular dated 21 February 2023; the 2023 Scheme is a share scheme governed by Chapter 17 of the Listing Rules
"associate(s)"	associate(s) (as defined in the Listing Rules) of a Director, chief executive or substantial shareholder of the Company
"Board"	the board of Directors
"Company"	East Buy Holding Limited (東方甄選控股有限公司), a company incorporated in Cayman Islands with limited liability, the Shares of which are listed on the Main Board of the Stock Exchange with stock code "1797"
"Director(s)"	the director(s) of the Company
"Grant to Mr. Yin"	the grant of 450,000 Share Awards to Mr. Yin under the 2023 Scheme
"Grantee(s)"	an eligible participant of the 2023 Scheme, who has been granted Share Awards
"Group"	the Company and its subsidiaries
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange
"Proposed Grant to Mr. Yu"	the proposed grant of 1,800,000 Share Awards to Mr. Yu under the 2023 Scheme
"Share(s)"	an ordinary share in the Company, currently with a par value of US$0.00002 each

"Share Award(s)"	an award that vests in the form of the right to subscribe for and/or to be issued such number of Shares as the scheme administrator may determine at the issue price in accordance with the terms of the 2023 Scheme; for this grant, each Share Award represents the right to receive one Share
"Shareholders"	the shareholders of the Company
"Stock Exchange"	The Stock Exchange of Hong Kong Limited

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

Hong Kong, 28 April 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.