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Helens International Holdings Company Limited

海倫司國際控股有限公司

(A company incorporated in the Cayman Islands with limited liability)

(Hong Kong Stock Code: 9869)

(Singapore Stock Code: HLS)

CHANGE OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (the “**Director(s)**”) of Helens International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces the following changes to the chief executive officer of the Company (the “**CEO**”).

CHANGE OF CHIEF EXECUTIVE OFFICER

In line with the Company and the Group’s overall business development plan as well as to achieve good corporate governance by delineation of responsibilities between the chairman of the Board and the CEO as required under Code Provision C.2.1 of the Corporate Governance Code set out in Appendix C1 to the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), the Board hereby announces that Mr. Xu Bingzhong (“**Mr. Xu**”) has stepped down as the CEO with effect from June 26, 2026. Mr. Xu will remain as an executive Director, the chairman of the Board, the chairman of the nomination committee and a member of the remuneration committee of the Company.

Mr. Xu has confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company and/or the stock exchanges on which the shares of the Company are listed.

Meanwhile, the Board is pleased to announce that Mr. Wang Hao (“**Mr. Wang**”) and Mr. He Daqing (“**Mr. He**”), an executive Director, have been appointed as co-chief executive officers of the Company, both with effect from June 26, 2026. The biographical details of Mr. Wang and Mr. He are set out below:

Biographical details of Mr. Wang and Mr. He

Mr. Wang Hao, aged 41, has over 15 years of experience in digital marketing. Prior to joining the Group, he has been serving as a private domain consultant for Luckin Coffee since July 2020 and has worked as senior vice president at a marketing subsidiary of UCAR Inc. (stock code: 838006.OC), a company the shares of which are listed on National Equities Exchange and Quotations of China, from July 2016 to May 2020, where he specializes in digital marketing and user operations growth, with extensive hands-on experience in driving digital transformation in traditional industries. Mr. Wang was graduated in June 2008 from the Department of Industrial Design at North University of China.

Mr. Wang has entered into a service agreement with the Company in respect of his appointment as the CEO for a term of five years commencing from June 26, 2026. Mr. Wang is entitled to receive a fixed salary of RMB450,000 per annum as determined by the Board after considering his qualifications and experience, his duties and responsibilities and the prevailing market conditions.

Mr. He Daqing, aged 42, is an executive Director of the Company. Mr. He is currently the chief operating officer at Shenzhen Helens Enterprise Management Co., Ltd. (深圳海倫司企業管理有限公司), a wholly-owned subsidiary of our Company, as well as a supervisor at Maidilong Technology (Hubei) Co., Ltd. (邁迪隆科技(湖北)有限公司), a subsidiary of our Company. He joined our Group in August 2020.

Prior to joining our Group, Mr. He served as a deputy investigator at the publicity department of the CPC Huangshi Municipal Committee (黃石市委宣傳部) and the director of news and public opinion center from October 2015 to July 2020. Before that, he was an editor and the director of industry information department at the Xinhua News Agency, Hubei Branch (新華社湖北分社), from February 2012 to October 2015. Mr. He also worked at the Xinhua News Agency, Yunnan Branch (新華社雲南分社), as an economic analyst and editor from July 2009 to February 2012. Mr. He obtained a bachelor's degree in economics and a master's degree in management, both from Sichuan University (四川大學), in July 2006 and July 2009, respectively.

As at date of this announcement, Mr. He is beneficially interested in 2,571,508 Shares pursuant to Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Mr. He will neither enter into any service agreement nor receive any additional emoluments for his new appointment.

Save as disclosed above, each of Mr. Wang and Mr. He has confirmed that (i) he does not hold any other position with the Company or any of its subsidiaries and has not been a director in any other public companies listed in Hong Kong or overseas during the past three years; (ii) he has no relationship with any other Directors, senior management or substantial shareholders of the Company or any of its subsidiaries; and (iii) as at the date of this announcement, he does not have any interest in the 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 in this announcement, the Board is not aware of any other information that is required to be disclosed pursuant to paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules or any matters that need to be brought to the attention of the shareholders of the Company.

In line with the Company's overall business development plan, the newly formed management team is reviewing and seeking to optimise the business model and operational approach of the Company and the Group. Such efforts include the assessment and subsequent adjustment and optimisation of the Group's brand positioning and image, product mix, digital systems and internal management structure, with a view to supporting the Company's ongoing operations and development. The Board considers that Mr. Xu, the founder, will continue to participate in the development of the Group in his capacity as an executive Director and the chairman of the Board, and will provide strategic guidance. Mr. Wang and Mr. He, the newly appointed co-chief executive officers, possess relevant industry experience and will be responsible for the day-to-day management and operations of the Group, and will drive the steady development of the business.

The Board wishes to take this opportunity to express its gratitude to Mr. Xu for his valuable contributions during his tenure of office as the chief executive officer of the Company and express its warmest welcome to Mr. Wang and Mr. He for taking up the appointment as co-chief executive officers of the Company.

By Order of the Board
Helens International Holdings Company Limited
Mr. Xu Bingzhong
Chairman of the Board

Hong Kong and Singapore, June 28, 2026

As at the date of this announcement, the executive Directors are Mr. Xu Bingzhong, Ms. Cai Wenjun, Mr. He Daqing and Ms. Lei Xing, and the independent non-executive Directors are Mr. Li Dong, Mr. Wang Renrong and Mr. Ler Soon Hock Leonard.