EASTBUY
东方甄选

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)

POSITIVE PROFIT ALERT

This announcement is made by East Buy Holding Limited ("**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board ("**Board**") of directors of the Company ("**Directors**") wishes to inform the shareholders of our Company ("**Shareholders**") and potential investors that, based on a preliminary review of our Group's unaudited consolidated management accounts currently available to the Board, our Group is expected to record substantial growth in both revenue and profit for the year ended 31 May 2026 (the "**FY2026**"). The revenue for FY2026 is expected to be between RMB5.6 billion and RMB5.8 billion, compared with the revenue for the year ended 31 May 2025 (the "**FY2025**") of RMB4.4 billion, representing a year-on-year growth of approximately 27.3% and 31.8%, respectively. The net profit for FY2026 is expected to be between RMB520 million and RMB550 million, compared with the net profit for FY2025 of RMB6 million, representing a year-on-year growth of 8,566.7% and 9,066.7%.

Specifically, the revenue for the second half of FY2026 is expected to be between RMB3.3 billion and RMB3.5 billion, compared with the revenue for the second half of FY2025 of RMB2.2 billion, representing a year-on-year growth of approximately 50.0% and 59.1%, respectively. The net profit for the second half of FY2026 is expected to be between RMB281 million and RMB311 million, compared with the net profit for the second half of FY2025 of RMB103 million, representing a year-on-year growth of 172.8% and 201.9%.

The increase in net profit was mainly attributable to the steady rollout and continuous enrichment of the Group's private label products, coupled with a well-diversified range of consigned third-party branded goods, the further optimization of the overall product mix, and with multiple blockbuster private label items gaining remarkable market popularity and robust sales volume. Further, in line with the multi-channel development strategy, the Group has launched more matrix live streaming accounts on Douyin, expanded the anchor team and extended total live streaming duration, which effectively boosted the overall gross merchandise volume and diversified traffic sources. In addition, the revenue from the Group's proprietary APP maintained stable growth, driven by the expanding paid membership base and improved user repurchase rate, and the further advancement in supply chain construction and comprehensive quality control management jointly delivered a substantial year-on-year increase in net profit.

The Company is still in the process of finalising the condensed consolidated financial statements for the Reporting Period. The information contained in this announcement is only based on the preliminary assessment by our Company's management and our Board in relation to the unaudited consolidated management accounts of our Group for the Reporting Period, which have not yet been reviewed or audited by our Company's independent auditor or reviewed by the audit committee of the Company. Shareholders and potential investors are advised to carefully read our annual results announcement for the Reporting Period, which is expected to be published on 21 August 2026.

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

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

Hong Kong, 23 July 2026

As at the date of this announcement, the Board comprises the following members: 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, Mr. YAN Andrew Y and Ms. WAN Zhe as independent non-executive Directors.