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RIDGE OUTDOOR INTERNATIONAL LIMITED

樂欣戶外國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2720)

VOLUNTARY ANNOUNCEMENT ACQUISITION OF ASSETS OF SUREMAG LIMITED

This announcement is made by Ridge Outdoor International Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

Acquisition

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, on September 30, 2026, Harrison Advanced Rods Ltd, a subsidiary of the Company (the “**Purchaser**”), entered into an asset purchase agreement (the “**Asset Purchase Agreement**”) with Suremag Limited (the “**Vendor**”), pursuant to which the Purchaser agreed to acquire the operating assets (the “**Target Assets**”) of the brand “Harrison Advanced Rods” (“**Harrison**”) owned by the Vendor (the “**Acquisition**”). Upon completion of the Acquisition, the Target Assets will be transferred to Harrison Advanced Rods Ltd. The founder of Suremag Limited, Dr. Stephen Harrison, has been appointed as director and chief executive officer (“**CEO**”) of Harrison Advanced Rods Ltd. The Acquisition aligns with our strategy to acquire and grow heritage brands with strong reputations and loyal customer bases, and to accelerate their penetration in the global market. To the best of the knowledge, information and belief of the directors of the Company, and having made all reasonable enquiries, the Vendor and its ultimate beneficial owners are independent third parties of the Company.

Information on the Vendor and the Target Assets

Suremag Limited is a family-owned fishing tackle manufacturing company headquartered in Liverpool, United Kingdom and operates the “Harrison Advanced Rods” brand. Since 1989, it has specialised in the design and production of handcrafted carbon fibre fishing rods and blanks, earning global recognition for its wholly British manufacturing pedigree and material technology innovation. The Harrison brand’s core business encompasses the sale

of finished rods, including carp rods, alongside the supply of blanks. The Vendor has been active in academic carbon fibre research with universities, looking at new ways to optimise composite performance and maintains an active research programme. Its technological edge is underpinned by a series of industry-leading processes, including thin-layer carbon fibre construction and interference-fit joints. Its products are distributed worldwide and acclaimed by elite anglers. The business is led by Dr. Stephen Harrison, a highly respected figure in the fishing tackle industry with over 37 years of experience, who will continue to serve as CEO to ensure a smooth transition and continuity of the Harrison brand.

Reasons for and Benefits of the Acquisition

The “Harrison Advanced Rods” business has established a strong brand presence among anglers. Initially focusing on match and float rods, the Vendor quickly moved into fly rod and later carp rod production. In recent years, the Vendor has become a leader in long range carp rod design producing record breaking distance rods and is now moving into sea rod production. In May 2026, the British carp record was caught on a Harrison Acurix rod by Suremag Limited. In October 2025, Samyy Energiee, casting consultant at Suremag Limited, set the World carp casting record using a Harrison World Champion I rod by Suremag Limited. With 37 years of experience in designing, manufacturing and selling fishing tackle, Suremag Limited has built its reputation on outstanding product performance, a strong brand, speed to customer, fast product development, clear communication and flexible customisation.

Leveraging the acquired Harrison’s established market recognition, proven product portfolios, and existing supply and sales resources, the Group can achieve accelerated growth more efficiently than through greenfield expansion. Furthermore, our robust design and manufacturing capabilities, extensive sales channels, and profound expertise in fishing-related equipment will strongly empower the acquired asset. This approach will accelerate market penetration and scale expansion, capturing high-growth opportunities within the sector.

The terms of the Asset Purchase Agreement (and the transaction contemplated thereunder) are based on arm’s length negotiation. The Directors consider that the terms of the Asset Purchase Agreement (and the transaction contemplated thereunder) are fair and reasonable, are made on normal commercial terms, and in the interests of the Company and the shareholders of the Company as a whole.

Listing Rules Implications

As all the applicable percentage ratios (as defined under Rule 14.07 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of the Acquisition are less than 5%, the Acquisition does not constitute a notifiable transaction of the Company and is not subject to the reporting and announcement requirements under Chapter 14 of the Listing Rules. As the Vendor and its ultimate beneficial owners are independent third parties of the Company and its connected persons (as defined under the Listing Rules), the Acquisition does not constitute a connected transaction under Chapter 14A of the Listing Rules.

By order of the Board
Ridge Outdoor International Limited
Lei Yang
Executive Director

Hong Kong, October 8, 2026

As at the date of this announcement, the Board comprises: (i) Ms. Lei Yang and Mr. Wu Guihua as executive directors; (ii) Mr. Yang Baoqing as non-executive director; and (iii) Mr. Ding Feng, Mr. Han Hongling and Mr. Shu Yuanchao as independent non-executive directors.