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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 DIRECTORS AND AUTHORISED REPRESENTATIVE

The board (the "**Board**") of directors (the "**Director(s)**") of Helens International Holdings Company Limited (the "**Company**", together with its subsidiaries, the "**Group**") wishes to announce the following changes regarding the Board.

RESIGNATION OF EXECUTIVE DIRECTOR

The Board hereby announces that with effect from November 13, 2026, Ms. Lei Xing ("**Ms. Lei**") resigned as an executive Director and an authorised representative of the Company (the "**Authorised Representative**") under Rule 3.05 of Rules (the "**Listing Rules**") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited in order to devote more time to her personal commitments. Upon her resignation, Ms. Lei ceased to hold any position in the Group.

Ms. Lei has confirmed that she has no disagreement with the Board or the Company and there is no other matter relating to her resignation that needs to be brought to the attention of the shareholders of the Company and the stock exchanges on which the shares of the Company are listed.

The Board would like to express its gratitude to Ms. Lei for her contributions to the Company during her tenure of office.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Wu Yangchengzhu ("**Mr. Wu**") has been appointed as an executive Director with effect from November 13, 2026. Below is the biographical information of Mr. Wu:

Mr. Wu Yangchengzhu

Mr. Wu Yangchengzhu (吳陽成竹), aged 34, is the chief growth officer of the Company, mainly responsible for digital marketing operations and user growth, as well as assisting in the management of IT and music ambience operations. He also serves as a director or a legal representative of certain subsidiaries of the Company. Mr. Wu joined the Group in September 2021 and served as an information security engineer, and was subsequently appointed as the IT director and head of music department of the Group in January 2024, mainly responsible for overseeing the Group's digital transformation, information security, data governance and music system management.

Mr. Wu obtained a master's degree in information technology (enterprise management) from University of South Australia in August 2017 and a bachelor's degree in information security from Beijing University of Posts and Telecommunications in July 2015.

As at the date of this announcement, Mr. Wu was beneficially interested in 200,000 ordinary shares of the Company, representing approximately 0.02% of total issued shares of the Company.

Mr. Wu has entered into a service agreement with the Company for an initial term of three (3) years commencing from November 13, 2026, which may be terminated by not less than one (1) month's notice in writing served by either party on the other. His appointment is subject to retirement by rotation and re-election pursuant to the Listing Rules and the articles of association of the Company. Mr. Wu is entitled to emoluments of RMB300,000 per annum including salary, allowances and benefits in kind and employer's contribution to pension scheme, as well as discretionary bonus, which was determined by the Board and approved by the remuneration committee of the Board, having taken into account multiple factors including his position and responsibilities within the Company, his qualification, experience and the prevailing market rates. Further, Mr. Wu has been appointed as the Authorised Representative.

Save as disclosed above, Mr. Wu 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 above, Mr. Wu has also confirmed that there is no other information in relation to his appointment that needs to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to (v) of the Listing Rules or any other matter in relation to his appointment that needs to be brought to the attention of the shareholders of the Company.

The Board wishes to take this opportunity to express its warmest welcome to Mr. Wu for taking up the appointment.

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

Hong Kong and Singapore, November 13, 2026

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