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le saunda holdings ltd.
萊爾斯丹控股有限公司*
(incorporated in Bermuda with limited liability)
(Stock Code: 00738)

UNAUDITED OPERATIONAL DATA OF RETAIL BUSINESS FOR THE THREE MONTHS ENDED 30 NOVEMBER 2022 AND PROFIT WARNING

The board of directors (the “**Board**”) of Le Saunda Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces the following unaudited operational data of the Group’s retail business for the three months ended 30 November 2022 (the “**third quarter of financial year 2022/23**”) and a preliminary review of operating results for the year ended 28 February 2023 (the “**financial year 2022/23**”). This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Retail Business[#]

For the third quarter of financial year 2022/23, the Group’s self-owned retail business recorded a total sales decline of 35.3% and a same store sales decline of 32.3%, comparing with the same period of last year.

[#]Excluded e-commerce business

E-Commerce Business

For the third quarter of financial year 2022/23, the Group’s e-commerce business recorded a total sales growth of 8.2%, comparing with the same period of last year.

Distribution and Retail Network

As at 30 November 2022, the Group had a total retail network covering 360 outlets, a net decrease of 25 outlets compared to the corresponding date of last year. The total number of outlets consisted of 324 self-owned outlets in Mainland China and Hong Kong and 36 franchised outlets in Mainland China.

Preliminary Review of Operating Results

Based on the unaudited consolidated management accounts for the nine months ended 30 November 2022 and the Board’s assessment for the following three months up to 28 February 2023 based on the current market condition and other information currently available, the Board expects the Group may record a consolidated loss attributable to the equity shareholders of the Company ranging from RMB38,000,000 to RMB45,000,000 for the financial year 2022/23, as compared to the consolidated profit attributable to the equity shareholders of the Company of RMB2,980,000 in last financial year. The expected consolidated loss was mainly attributable to (a) a significant decrease of total sales of the Group’s physical stores in Mainland China in light of the further dampened economic activities brought by the consecutive lockdowns measures in various PRC regions for the nine months ended 30

November 2022; (b) an initial operating loss recorded regarding the newly developed cosmetic business segment; and (c) an exchange loss arising from the significant depreciation of Renminbi.

The Board wishes to emphasize that the information contained in this announcement is solely based on the preliminary assessment by the management of the Company with reference to the latest unaudited consolidated management accounts of the Group and the information currently available, and is not based on any figures or information reviewed or audited by the independent auditors of the Company.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Le Saunda Holdings Limited
James Ngai
Chairman

Hong Kong, 12 December 2022

As at the date of this announcement, the Company's executive Directors are Ms. Chui Kwan Ho, Jacky, Mr. Li Wing Yeung, Peter and Ms. Liu Tsz Yan; non-executive Director is Mr. James Ngai; independent non-executive Directors are Mr. Lam Siu Lun, Simon, Mr. Leung Wai Ki, George and Mr. Hui Chi Kwan.

**For identification purpose only*