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EEKA Fashion Holdings Limited

贏家時尚控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3709)

PROFIT ALERT ANNOUNCEMENT

This announcement is made by EEKA Fashion Holdings Limited (the “**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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2023 (the “**Interim Period**”) and the information currently available to the Board, the Group is expected to record an increase in profit of not less than 65% for the Interim Period, as compared to the corresponding period in 2022. The expected increase in revenue and profit for the Interim Period is primarily attributable to the global COVID-19 pandemic having been brought under control, and the Company’s comprehensive upgrade strategy has begun to show positive operational results.

The information above is only a preliminary assessment by the Board based on the information currently available to it, which has not been finalised and not reviewed by the audit committee and may be subject to adjustment. Accordingly, the actual results of the Group for the Interim Period may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read the results announcement of the Company for the Interim Period, which is expected to be published by the end of August 2023.

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

By order of the Board
EEKA Fashion Holdings Limited
Jin Ming
Chairman

Hong Kong, 14 July 2023

As at the date of this announcement, the Board comprises Mr. Jin Ming, Ms. He Hongmei and Mr. Jin Rui as executive Directors; and Mr. Zhong Ming, Mr. Zhou Xiaoyu and Mr. Zhang Guodong as independent non-executive Directors.