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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)**

### **VOLUNTARY ANNOUNCEMENT**

The board (the “**Board**”) of directors (the “**Directors**”) of EEKA Fashion Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Ms. Lily Collins has become the new spokesperson of Koradior, one of the Group’s high-end womenswear brands, and she will be featured in the 2023 Fall/Winter image blockbuster, turning a new romantic chapter for Koradior.

Ms. Lily Collins, the Hollywood actress, is known for her charm on screen and in her recent starring in the television series “Emily in Paris” where she features a casual and elegant attitude to life and a romantic and fashionable dress style, coinciding with the brand concept of Koradior. In life, she embraces self-love and encourages women to shine, like a romantic rose representing beauty and freedom which matches the feminine image promoted by Koradior.

The Koradior brand is committed to creating a romantic sense of beauty of Chinese women and conveying the aesthetics of life with “leisure and elegance” and Ms. Lily Collins best represents the brand with elegance and romance as the spokesperson of Koradior. In the future, Koradior will work with Ms. Lily Collins to deliver the romantic spirit of the brand to the world and explore more possibilities for the romantic lives and happiness of women.

The Board believes that the Koradior brand will further extend its brand awareness and influence across the world, showcase Chinese fashion and enhance the Company’s investment value.

The Board would like to thank its shareholders and investors for their continued support to the Company. The Company will continue to develop its business and create value for its shareholders.

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

Hong Kong, 18 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.*