

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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

The Group is expected to record not less than 120% growth in net profit and not less than 20% increase in revenue for the year ended 31 December 2023 as compared with 2022, primarily attributable to the growth of product sales across various channels, the vigorous product improvement and optimization of the operations of the Group.

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 (the “**Shareholders**”) and potential investors of the Company that the Group is expected to record not less than 120% growth in net profit and not less than 20% increase in revenue for the year ended 31 December 2023 as compared with 2022, primarily attributable to the growth of product sales across various channels, the vigorous product improvement and optimization of the operations of the Group.

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 audited or reviewed by the Company’s auditors or audit committee. Accordingly, the actual results of the Group may be different from what is disclosed in this announcement. Shareholders and potential investors of the Company are advised to read the announcement of the Company on the annual results for the year ended 31 December 2023, which is expected to be published by the end of March 2024.

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, 18 January 2024

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.