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SAMSONITE INTERNATIONAL S.A.

新秀丽國際有限公司

13–15 Avenue de la Liberté, L-1931 Luxembourg

R.C.S. LUXEMBOURG: B 159.469

(Incorporated in Luxembourg with limited liability)

(Stock code: 1910)

VOLUNTARY ANNOUNCEMENT COMPANY TO PURSUE DUAL LISTING

The board of directors (the “**Board**”) of Samsonite International S.A. (the “**Company**”, together with its consolidated subsidiaries, the “**Group**”) announces that the Board has authorized the Company’s management to pursue listing the Company’s shares on a second leading stock exchange in addition to The Stock Exchange of Hong Kong Limited (the “**Hong Kong Stock Exchange**”).

The Company recently announced outstanding results for the year ended December 31, 2023, including strong double-digit net sales growth year-on-year and record gross profit margin and Adjusted EBITDA margin¹. An additional listing would increase liquidity of the Company’s shares and create an opportunity to reach investors in markets that are an important part of the Company’s global footprint and growth drivers for its business.

After conducting a preliminary review of potential paths forward to enhance value for shareholders of the Company, the Board determined to focus on pursuing a dual listing. This initiative is intended to build on the strong base of investor support the Company has established on the Hong Kong Stock Exchange. The Asia market continues to be incredibly important for the Group’s core brands, and the Company looks forward to continuing to successfully grow its business there and in other regions around the world as the Company delivers its portfolio of leading brands to consumers through its unrivalled global sourcing and distribution capabilities. The Company has significantly transformed its profitability over the past few years and is confident in its ability to deliver long-term sustainable value to shareholders.

The Company’s pursuit of a dual listing is at an early stage. The Company will make further announcement(s) in accordance with applicable laws and regulations as and when appropriate.

Shareholders and potential investors in the Company should exercise caution when dealing in the shares and/or other securities of the Company.

¹ Adjusted EBITDA margin, a non-IFRS measure, is calculated by dividing adjusted earnings before interest, taxes, depreciation and amortization of intangible assets (“Adjusted EBITDA”) by net sales.

By Order of the Board
SAMSONITE INTERNATIONAL S.A.
Timothy Charles Parker
Chairman

Hong Kong, March 22, 2024

As of the date of this announcement, the Executive Director is Kyle Francis Gendreau, the Non-Executive Director is Timothy Charles Parker and the Independent Non-Executive Directors are Claire Marie Bennett, Angela Iris Brav, Paul Kenneth Etchells, Jerome Squire Griffith, Tom Korbas and Ying Yeh.