

*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)**

### **OPERATIONAL UPDATE FOR THE FIRST QUARTER OF 2024**

This announcement is published on a voluntary basis by the board of directors (the “**Board**”) of EEKA Fashion Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) to provide an operational update on the business of the Group.

In order to further enhance the transparency of the Group and provide additional information to the shareholders of the Company and potential investors regarding the Group’s business operations in a timely manner, the Board would like to provide an update on the following unaudited operating data of the Group for the three months ended 31 March 2024, as presented based on the brand portfolio of the Group: Koradior, NAERSI, NEXY.CO, La Koradior, NAERSILING, CADIDL, ELSEWHERE and FUUNNY FEELLN.

#### **Sales Performance for the First Quarter of 2024 for Koradior Brand**

For the first quarter of 2024, sales amount of Koradior branded products recorded low-single negative growth as compared to the same period in 2023.

#### **Sales Performance for the First Quarter of 2024 for NAERSI Brand**

For the first quarter of 2024, sales amount of NAERSI branded products recorded mid-single positive growth as compared to the same period in 2023.

#### **Sales Performance for the First Quarter of 2024 for NEXY.CO Brand**

For the first quarter of 2024, sales amount of NEXY.CO branded products recorded high-single positive growth as compared to the same period in 2023.

## **Sales Performance for the First Quarter of 2024 for other brands**

For the first quarter of 2024, sales amount of other brands products in aggregate recorded low-single positive growth as compared to the same period in 2023.

## **Business Update for the First Quarter of 2024**

During the first quarter of 2024, the Group achieved an overall low single positive growth in the sales amount of all brands products, among which, NAERSI and NEXY.CO branded products showed encouraging growth in sales performance.

The sales performance data disclosed above do not constitute, represent or indicate a complete picture of the Group's revenue or financial performance for the three months ended 31 March 2024. This announcement is based on the Board's preliminary review of the draft unaudited operational data of the Group and the information currently available to the Board, which have not been audited or reviewed by the Group's auditors. The information contained in this announcement may be subject to change and adjustment. Shareholders of the Company and potential investors 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, 15 April 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.*