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le saunda holdings ltd.

萊爾斯丹控股有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 00738)

UNAUDITED OPERATIONAL DATA OF RETAIL BUSINESS FOR THE THREE MONTHS ENDED 31 AUGUST 2024 AND PROFIT WARNING

The board of directors (the “**Board**”) of Le Saunda Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces the following unaudited operational data of the Group’s retail business for the three months ended 31 August 2024 (the “**second quarter of financial year 2024/25**”) and a preliminary review of operating results for the six months ended 31 August 2024 (the “**interim period 2024/25**”). This announcement is made 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 (Chapter 571, Laws of Hong Kong).

Retail Business[#]

For the second quarter of financial year 2024/25, the Group’s self-owned retail business recorded a total sales decline of 30.5% and a same store sales decline of 15.6%, comparing with the same period of last year.

[#]Excluded e-commerce business

E-Commerce Business

For the second quarter of financial year 2024/25, the Group’s e-commerce business recorded a total sales decline of 16.4%, comparing with the same period of last year.

Distribution and Retail Network

As at 31 August 2024, the Group had a total retail network covering 224 outlets, a net decrease of 73 outlets compared to the corresponding date of last year. The total number of outlets consisted of 202 self-owned outlets and 22 franchised outlets in Mainland China.

Preliminary Review of Operating Results

Based on the latest unaudited consolidated management accounts and other information currently available to the Board, the Board expects the Group may record a consolidated loss attributable to the equity shareholders of the Company ranging from RMB38,000,000 to RMB45,000,000 for the interim period 2024/25, as compared to the consolidated loss attributable to the equity shareholders of the Company of RMB13,900,000 in the same period of last year. The expected increase of the consolidated loss was mainly attributable to (a) a significant decrease in total retail sales of the Group in light of the continuous sluggish PRC retail market; (b) a decrease in gross profit margin due to the high retail discounts offered in clearing up the slow-moving inventories; and (c) one-off redundancy costs were incurred as result of the closure of underperforming physical stores and the optimisation of administrative personnel in back office.

The Board wishes to emphasize that the information contained in this announcement is solely based on the preliminary assessment by the management of the Company with reference to the latest unaudited consolidated management accounts of the Group and the information currently available, and is not based on any figures or information reviewed or audited by the independent auditors of the Company.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Le Saunda Holdings Limited
James Ngai
Chairman

Hong Kong, 9 September 2024

As at the date of this announcement, the Company's executive Directors are Ms. Chui Kwan Ho, Jacky, Mr. Li Wing Yeung, Peter and Ms. Liu Tsz Yan; non-executive Director is Mr. James Ngai; independent non-executive Directors are Mr. Lam Siu Lun, Simon, Mr. Leung Wai Ki, George, Mr. Hui Chi Kwan and Ms. Chan Kit Yin.

**For identification purpose only*