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**JS Global Lifestyle Company Limited**

**JS 环球生活有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1691)**

**ANNOUNCEMENT ON THE THIRD QUARTERLY REPORT OF  
JOYOUNG CO., LTD. FOR THE THIRD QUARTER AND  
FOR THE FIRST THREE QUARTERS  
ENDED SEPTEMBER 30, 2024**

This announcement is made by JS Global Lifestyle Company Limited (the “**Company**”) 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 of the Laws of Hong Kong).

Joyoung Co., Ltd. (“**Joyoung**”) is a subsidiary of the Company and its shares are listed on the Shenzhen Stock Exchange (Stock Code: 002242). In compliance with the applicable regulations of the Shenzhen Stock Exchange, Joyoung published on October 30, 2024 its third quarterly report of 2024 on the website of the Shenzhen Stock Exchange.

Please refer to the appendix to this announcement which set out the principal financial information of Joyoung for the third quarter and for the first three quarters ended September 30, 2024 prepared based on PRC Accounting Standards for Business Enterprises, and which are unaudited.

## APPENDIX

### Key financial data and indicators for the third quarter and for the first three quarters ended September 30, 2024 (Unaudited)

	For the three months ended September 30, 2024	The same period in the previous year	Change for the three months ended September 30, 2024 compared with the same period in the previous year (%)	For the nine months ended September 30, 2024	The same period in the previous year	Change for the nine months ended September 30, 2024 compared with the same period in the previous year (%)
Operating revenue ( <i>RMB Yuan</i> )	1,795,401,886.07	2,463,572,007.10	-27.12%	6,182,055,590.30	6,781,172,561.74	-8.84%
Net profit/(losses) attributable to shareholders of Joyoung ( <i>RMB Yuan</i> )	(77,328,704.46)	116,354,565.00	-166.46%	98,063,944.12	363,513,922.70	-73.02%
Net profit/(losses) attributable to shareholders of Joyoung before non-recurring gains and losses ( <i>RMB Yuan</i> )	(81,396,143.29)	112,352,748.80	-172.45%	129,904,193.03	338,498,908.81	-61.62%
Net cash flow from operating activities ( <i>RMB Yuan</i> )	-	-	-	416,958,032.06	427,086,101.85	-2.37%
Basic earnings/(losses) per share ( <i>RMB Yuan/share</i> )	(0.10)	0.16	-162.50%	0.13	0.49	-73.47%
Diluted earnings/(losses) per share ( <i>RMB Yuan/share</i> )	(0.10)	0.16	-162.50%	0.13	0.49	-73.47%
Weighted average return on net assets	(2.20%)	3.41%	Decreased by 5.61 percentage points	2.83%	10.75%	Decreased by 7.92 percentage points
	<b>As of</b>	<b>As of</b>	<b>Change</b>			<b>(%)</b>
	<b>September 30,</b>	<b>December 31,</b>				
	<b>2024</b>	<b>2023</b>				
<b>Total assets (<i>RMB Yuan</i>)</b>		7,515,021,102.80		7,612,080,030.42		-1.28%
<b>Net assets attributable to shareholders of Joyoung (<i>RMB Yuan</i>)</b>		3,460,916,058.40		3,471,347,161.90		-0.30%

## Non-recurring gain and loss items and amounts thereof

*Unit: RMB Yuan*

<b>Item</b>	<b>For the nine months ended September 30, 2024</b>	<i>Note</i>
Gains or loss from disposal of non-current assets (including the write-off of the asset impairment provision)	8,674,631.61	Mainly the gain from equity disposal
Government grants included in the current profit or loss (excluding government subsidies that are closely related to the normal operations of Joyoung, comply with national policies and regulations, recognized according to established standards, and have a sustained impact on the company's profits and losses)	11,849,646.18	Mainly government subsidies
Gains or losses from changes in fair value arising from the holding of financial assets and financial liabilities and gain and loss from disposal of financial assets and financial liabilities by non-financial institutions, excluding the effective hedging business related to Joyoung's normal business operations	-55,102,935.25	Mainly due to changes in the fair value of trust and fund products
Other non-operating income or expenses except the above items	-2,197,386.94	–
Less: Impact of income taxes	-5,735,631.19	–
Impact of minority interests (after tax)	799,835.70	–
Total	<u><u>-31,840,248.91</u></u>	

**Shareholders and potential investors of the Company should exercise caution when dealing in the securities of the Company.**

By Order of the Board  
**JS Global Lifestyle Company Limited**  
**WANG Xuning**  
*Chairman*

Hong Kong, October 30, 2024

*As at the date of this announcement, the board of directors of the Company comprises Mr. WANG Xuning, Ms. HAN Run and Ms. HUANG Shuling as executive directors; Mr. Stassi Anastas ANASTASSOV as non-executive director; and Mr. Yuan DING, Mr. YANG Xianxiang, Mr. SUN Zhe and Mr. Maximilian Walter CONZE as independent non-executive directors.*