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POU SHENG INTERNATIONAL (HOLDINGS) LIMITED

寶勝國際（控股）有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 3813)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Group expects to record a decrease in profit attributable to owners of the Company for the Period primarily due to a further slowdown in sales momentum in the mainland China market in a highly dynamic consumption landscape. The decline in sales scale has resulted in operational deleverage, which, coupled with increased markdowns, has thus impacted the Group's profitability.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Pou Sheng International (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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong (the "SFO").

The board of directors of the Company (the "Board") wishes to inform shareholders of the Company (the "Shareholders") and potential investors that, based on its preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the "Period") and information currently available to the Board, the Group expects to record revenue of approximately RMB9,159.4 million, and profit attributable to owners of the Company of approximately RMB187.6 million for the Period, representing a decrease of approximately 8.3% and 44.1% respectively as compared with the same period of last year.

During the Period, the Group faced a highly dynamic consumption landscape characterised by weak foot traffic and aggressive promotional activities, attributable to subdued consumer confidence and elevated inventory level in the mainland China market. Amid the headwinds, its retail network experienced a further slowdown in sales momentum which had led to a mid-teens percentage decline in same-store sales. Lower tier cities also experienced sluggish foot traffic thereby significantly tempering the performance of the Group's sub-distributor channels. The decline in sales scale has resulted in operational deleverage although continued stringent expense controls were put in place. This, coupled with increased markdowns in the promotional environment, has thus impacted the Group's profitability.

The Group continued to enhance its omni-channel capabilities amid the sector's highly competitive e-commerce landscape, while maintaining a high degree of agility and flexibility in its decision-making. Despite the uncertain economic backdrop, the Group maintained solid financial position supported by a strong net cash position.

As the Company is still finalising the unaudited consolidated results for the Period, the information contained in this announcement is only based on a preliminary assessment of the Board with reference to the information currently available, and such information have not been reviewed nor audited by the independent auditor of the Company. The actual results of the Group for the Period may differ from the information contained in this announcement. Shareholders and potential investors should refer to the unaudited consolidated results of the Group for the Period to be released on 11 August 2025.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Chiu, Hui-Yao
Chairman

Hong Kong, 29 July 2025

As at the date of this announcement, the Board comprises:

Non-Executive Directors

Mr. Chiu, Hui-Yao (Chairman), Ms. Tsai Patty, Pei Chun and Mr. Li I-nan

Executive Directors

Mr. Hu, Chia-Ho, Ms. Chang, Su-Ching (Chief Executive Officer) and Mr. Chen, Li-Chieh (Chief Financial Officer)

Independent Non-executive Directors

Mr. Chen, Huan-Chung, Mr. Feng Lei Ming and Mr. Liu, Hsi-Liang

Website: www.pousheng.com