



Pou Sheng International 2025 9M Results

12 Nov 2025

MAKE SPORTS
YOUR LIFE





Disclaimer



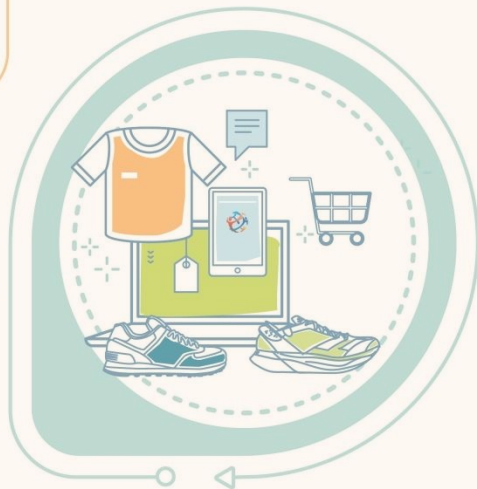
Yue Yuen and Pou Sheng have taken every reasonable care in preparing this presentation. However, please be reminded that the information, materials, opinions and statements contained or referred to in this presentation are all provided on an "as is" basis. None of the aforesaid information, materials, opinions and statements constitutes or will be viewed as investment advice or an offer, or a solicitation, recommendation or suggestion by Yue Yuen or Pou Sheng to deal in any investment products including securities, or other financial products and instruments.

If there is any forward-looking statements contained or referred to in this presentation, these forward-looking statements are based on current expectations and assumptions, of which many are beyond our control. In addition, these statements are subject to a number of risks, uncertainties and factors and if any of these risks or uncertainties materialize, or if underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Yue Yuen and/or Pou Sheng may vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Neither Yue Yuen nor Pou Sheng intends or assumes any obligation, to update or revise these forward-looking statements in light of any difference from those anticipated.

Yue Yuen and Pou Sheng including their respective subsidiaries, associated or affiliated companies, or any of their respective directors, employees, agents, representatives or associates accepts no liability for and shall not be responsible or liable for any loss or damage of whatever kind or nature, directly or indirectly, arising from action taken, or not taken, in reliance on, or resulting from access to or use of the aforesaid information, materials, opinions and statements (including forward-looking statements, if any) contained or referred to in the presentation.

MAKE SPORTS YOUR LIFE

—— 让运动融入
你的生活 ——





Pou Sheng Strategy & Operating Highlights



Multi-faceted Operation Matrix

Y Segmented and Vertical Market Exposure

- Yoga → **XEXYMIX** (27 retail stores + 6 online platforms)
- Outdoor → **Pony** ↑ 39% YoY
- Self-owned Channel → **YYQUALITY** (10 stores for inventory clearance+ incubating new brands + channel brands)

Reasonable Discount

Y 9M25 Discount* YoY enlarged LSD%, 3Q25 Discount* YoY stable

Solid Financial Management ➤

Strengthening Strategic Cooperation
with Brand Partners ➤

Digital Empowerment &
Dynamic Mgt. to Enhance Efficiency ➤

① Strategic Alliance with Business Partners

Y Connected Inventory Programme → share products with brand partners, together with PSP – to enhance sales efficiency

- aging inventory ~9% out of total

Y Connected Membership Programme → to allow consumers to access exclusive products and services in both PS & brands' direct stores

② Retail Refinement Strategy

Y Optimise store format and enhance sales conversion, partially offset volatile foot traffic

- Average GFA & overall GFA vs FY24 ↓ LSD%
- 9M25 Same Store Sales Growth ↓ mid-teens% YoY

③ Resilient Omni-channel

Y Online platform multi-storefront model, product selection enhancement

Y WeChat stores, Douyin live-streaming via KOS & influencers + inventory fully integrated → digitally-enabled experience with a human touch

- Online contribution reached a historical high, accounted for 33% of total sales, ↑ 13% YoY
- Livestreaming ↑ >100% YoY

④ Solid Financial Management, focus on Cash Generation Capability

- Solid cash position at RMB 2.2bn

Our Strategies



Agenda



01



Financial Summary

p 6-14

02



Business Highlights

p 16-18

03



Future Target & Strategy

p 20-21

04



Appendix

p 23-26



Pou Sheng Financial Highlights *(in RMB)*



	9M 2025		9M 2024		YoY	
	RMB'mn	%	RMB'mn	%	%	pp
Revenue	12,903	100.0	13,984	100.0	-7.7	--
Cost of Sales	(8,583)	-66.5	(9,226)	-66.0	-7.0	-0.5
Gross Profit	4,320	33.5	4,758	34.0	-9.2	-0.5
SG&A	(4,173)	-32.3	(4,420)	-31.6	-5.6	-0.7
Other Income & Expenses, net	153	1.1	176	1.3	-13.1	-0.2
Operating Profit	300	2.3	514	3.7	-41.6	-1.4
Finance Cost*, net	(13)	-0.1	(11)	-0.1	+18.2	0.0
Other Gains	0	0.0	--	--	N/A	N/A
Income Tax	(102)	-0.8	(155)	-1.1	-34.2	+0.3
Profit for the Period	185	1.4	348	2.5	-46.8	-1.1
Profit Attrib. to Owners of PS	171	1.3	343	2.5	-50.1	-1.2

Source: Based on Pou Sheng's announcement on the HKEX website

* Including interest expenses on lease liabilities which amounted to RMB 40.3mn (9M24: RMB 50.5mn).

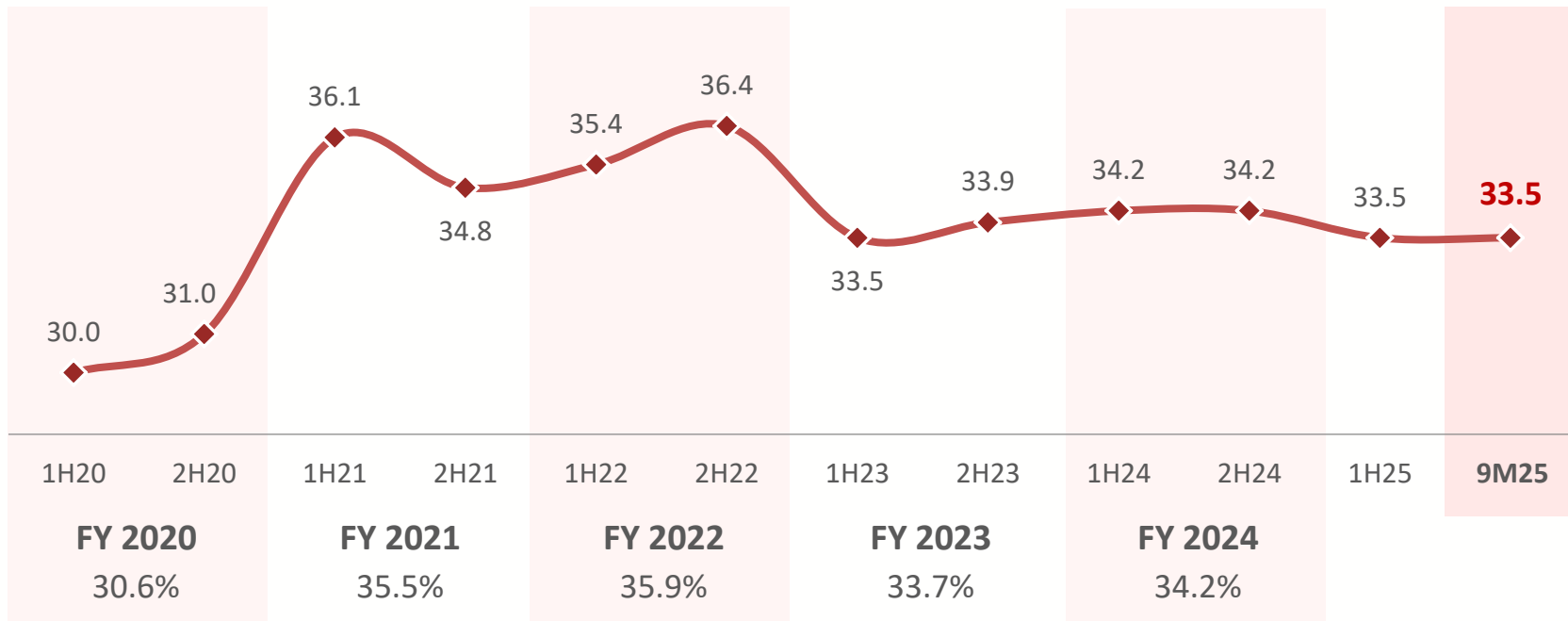
Loan interest in 9M25 increased by 44.0% YoY to RMB 2.4mn while net finance income (finance income - loan interest) was RMB 27.1mn in 9M25 (9M24: RMB 39.9mn)



Pou Sheng GP Margin Trend



◆ Gross Profit Margin (%)

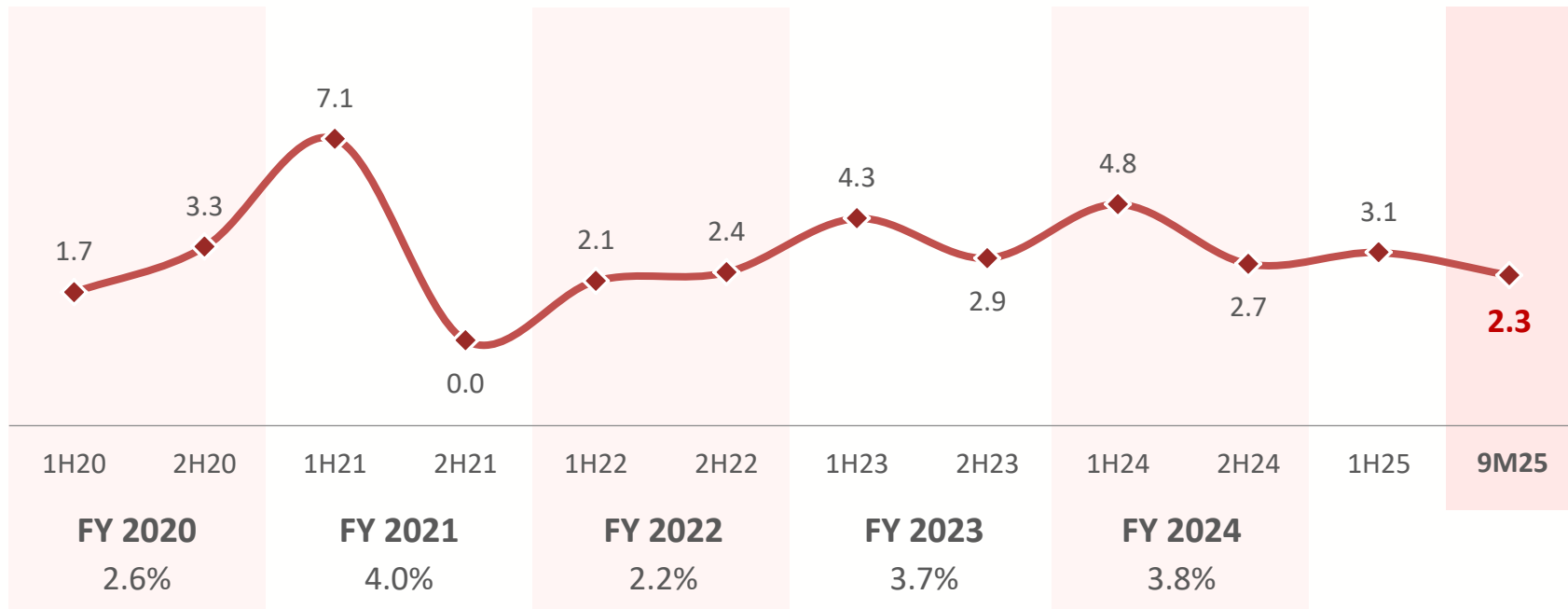




Pou Sheng OP Margin Trend



◆ Operating Profit Margin (%)





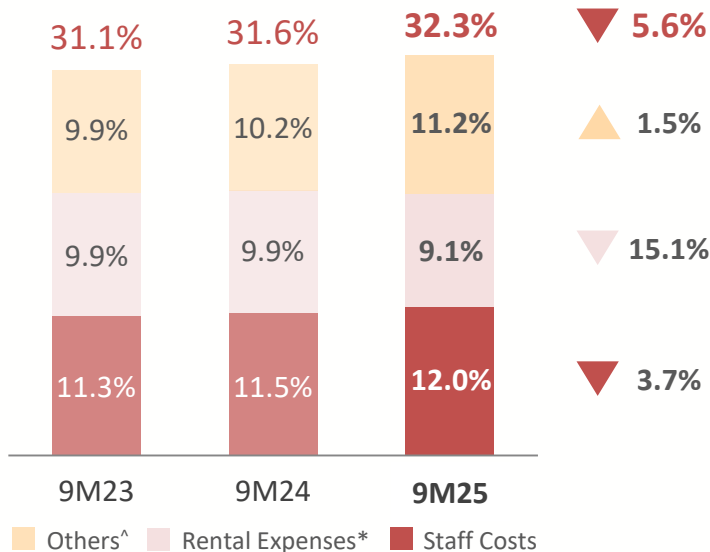
Pou Sheng SG&A Expenses Breakdown



SG&A Ratio

% of Revenue

Amount (YoY)



Strategically Manage Retail Network, Optimize Rental Expenses

- Holistic approach in channel planning to avoid low-efficiency store opening & closing
- Number of direct operated stores ↓ 3.5% YoY
- Facilitate rental saving & reduction programme



Rational Expenses Control to counter Operating Deleverage



Active Management on People Efficiency

- Lean Management:
Pou Sheng's no. of employees ↓ 8% YoY from 20,300 to 18,600

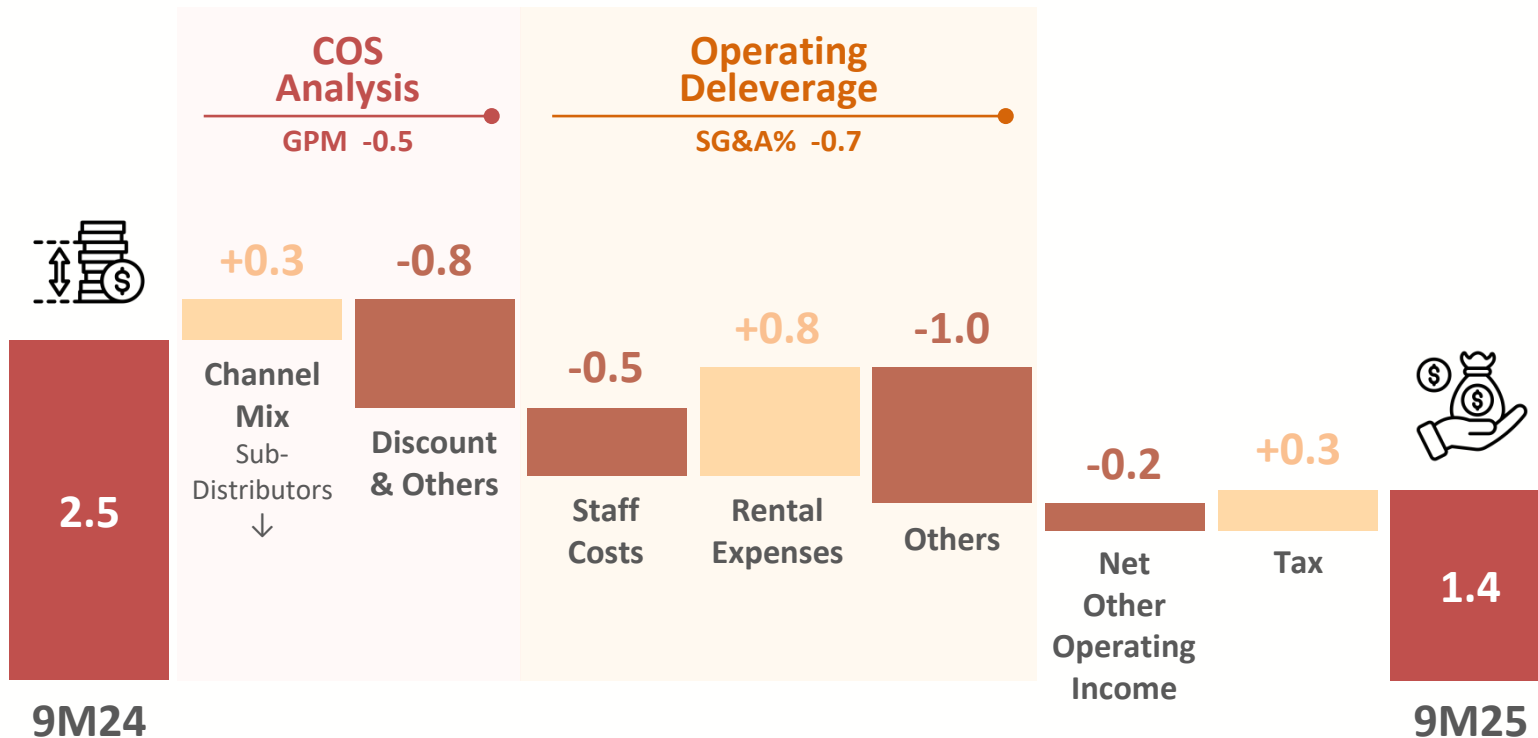
^ Others include shopping mall expenses, logistic expenses, depreciation of PPE and amortization, etc.

* Rental Expenses include expense of operating leases, concession expenses and depreciation of right-of-use assets

Y Pou Sheng – Net Profit Margin



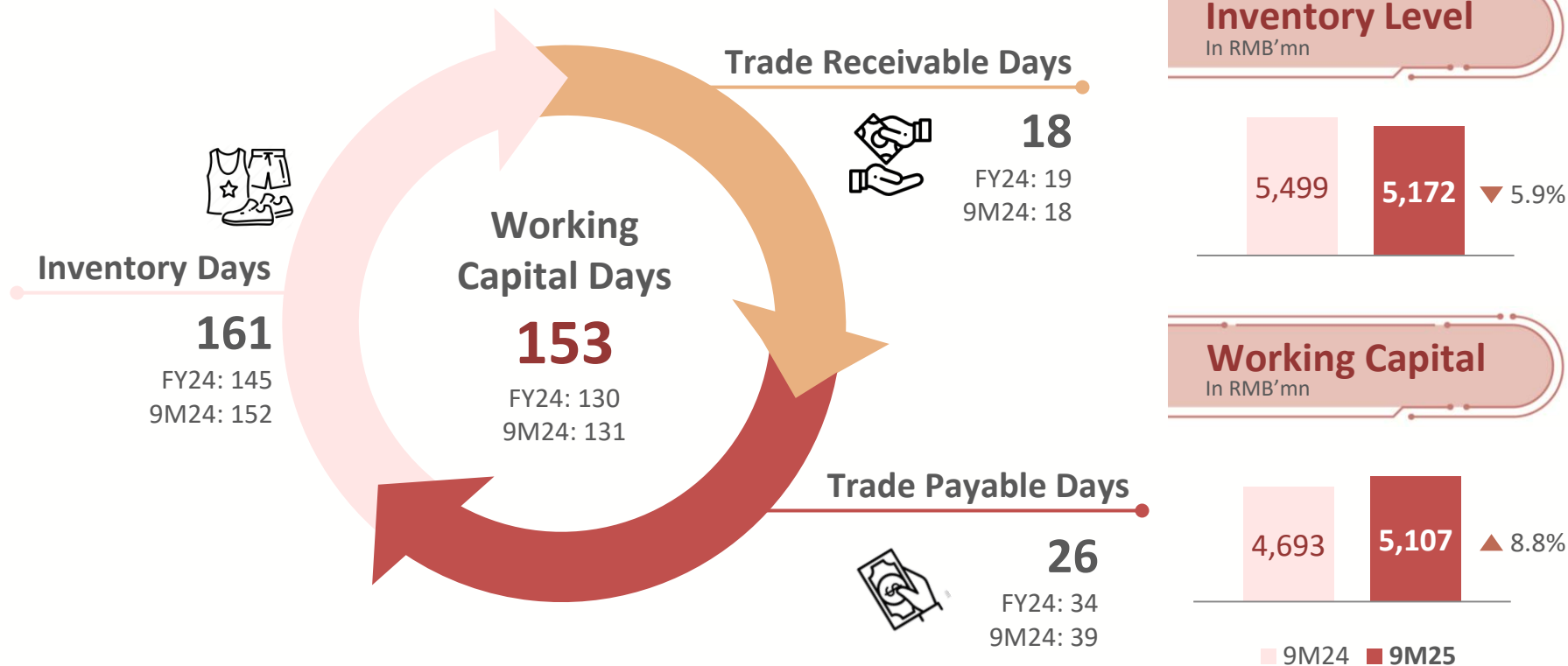
(%)



Y Operation Efficiency – 9M25



(Based on RMB)



Used an average of Inventory, TR and TP for the calculations of turnover days: (starting balance + ending balance)/2



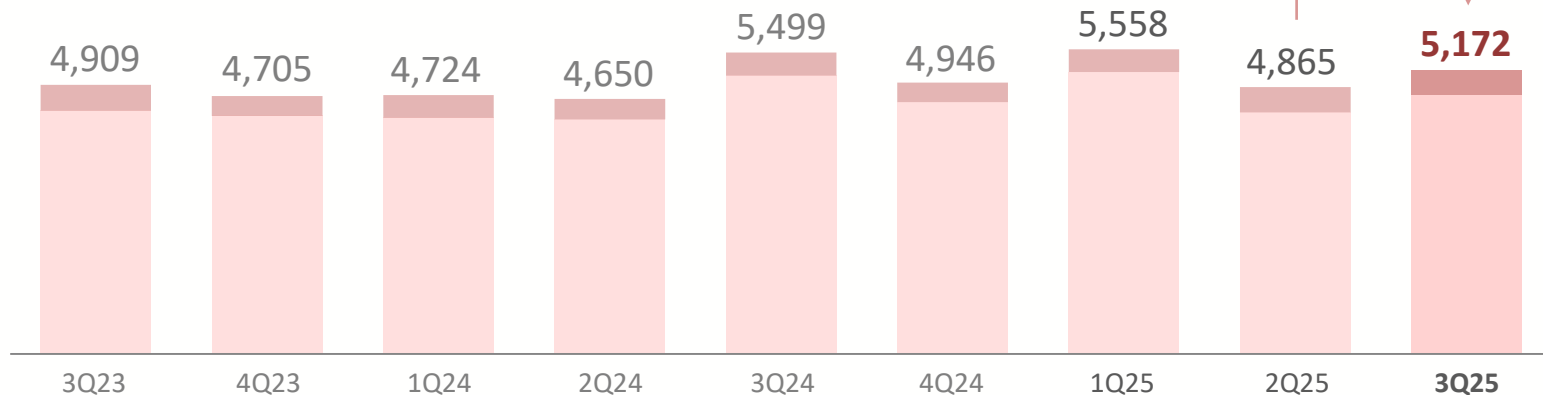
Healthy Aging & Well-managed Inventory



(RMB'mn)

↑ 5.4%

+6.3%



Dynamic
inventory
management

■ >12 months inventory % among which HSD% from 3Q23-3Q25



Pou Sheng Financial Ratios (in RMB)



(RMB'mn)	9M 2025	9M 2024	YoY
Depreciation of PPE & Amortization	241.5	252.2	-4.2%
Depreciation of ROUA	509.4	579.8	-12.1%
EBITDA	1,080.8	1,387.1	-22.1%
EBITDA minus Depreciation of ROUA	571.4	807.3	-29.2%
Capital Expenditure	180.3	275.1	-34.5%
Total Borrowings*	192.0	60.8	+215.8%
Net Cash*	1,990.8	2,729.3	-27.1%
Total Borrowings to Equity [#]	2.2%	0.7%	+1.5pp
Net Borrowings to Equity [#]	Net Cash	Net Cash	--
Return on Owner's Equity <i>LTM</i>	3.7%	6.1%	--
Return on Asset <i>LTM</i>	2.7%	3.9%	--

As of
30 Sep

Source: Internal analysis report (figures rounded)

* Total Borrowings and Net Cash exclude lease liabilities. Lease liabilities was RMB 1,269.8mn and 1,569.4mn as at 30 Sep 2025 and 2024 respectively

[#] Total Debt to Equity and Net Debt to Equity (including lease liabilities) would be 16.5% (9M24: 18.7%) and Net Cash (9M24: Net Cash) as at 30 Sep 2025 respectively

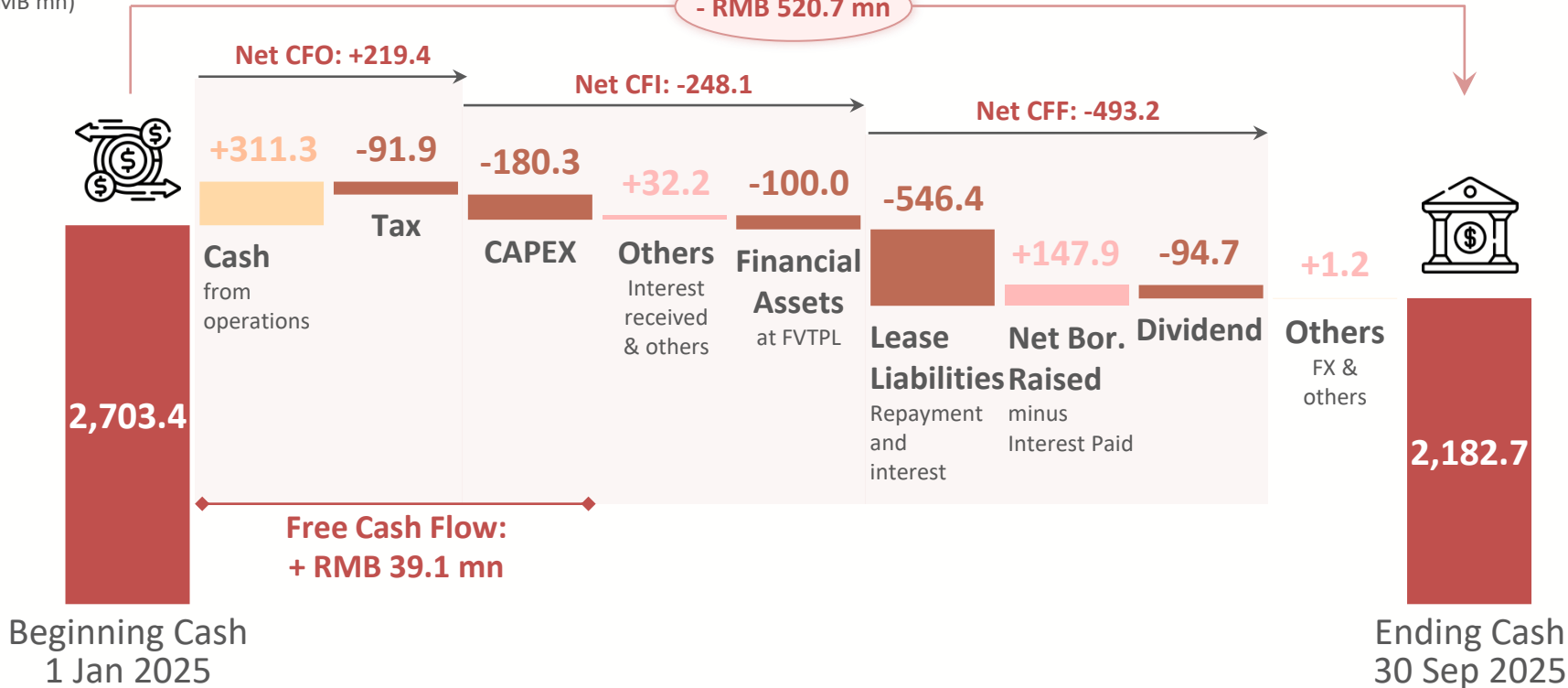


Pou Sheng Sources and Uses of Fund – 9M25



(RMB'mn)

- RMB 520.7 mn



Net CFO: Net cash from/(used in) Operating Activities

Net CFI: Net cash from/(used in) Investing Activities Net CFF: Net cash from/(used in) Financing Activities



Agenda



01



Financial Summary

p 6-14

02



Business Highlights

p 16-18

03



Future Target & Strategy

p 20-21

04



Appendix

p 23-26



Pou Sheng Retail Strategy



Pou Sheng is one of the largest retailers and sports services providers for world renowned sportswear brands in the Greater China region

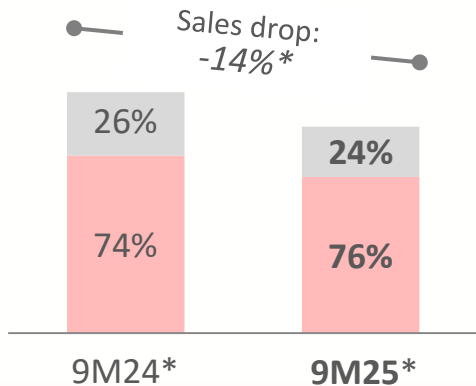
Brick & Mortar Retail

Directly Operated Stores:

- Mono-Brands Stores: 3,319 stores
- Multi-Brands Stores: 19 stores (Incl. 10 YYQuality stores)

■ Sub-Distributors

■ Directly Operated Stores & Pan-WeChat

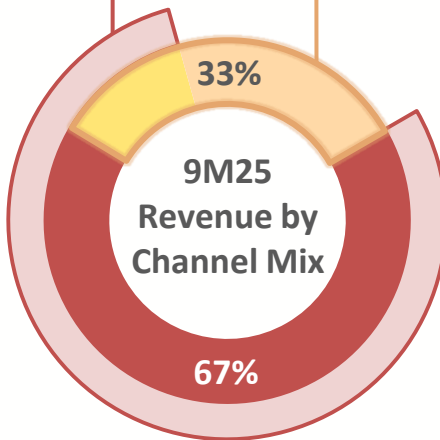
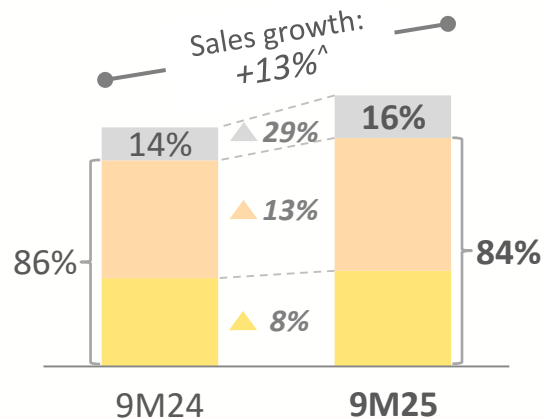


Omni-channel

■ B2B: Online Wholesale arrangement

■ B2C (Public): Authorized mono or multi brand stores on Tmall, JD and other platforms

■ B2C (Private): Pan-WeChat^



Top 5 brands account for ~94% of our revenue

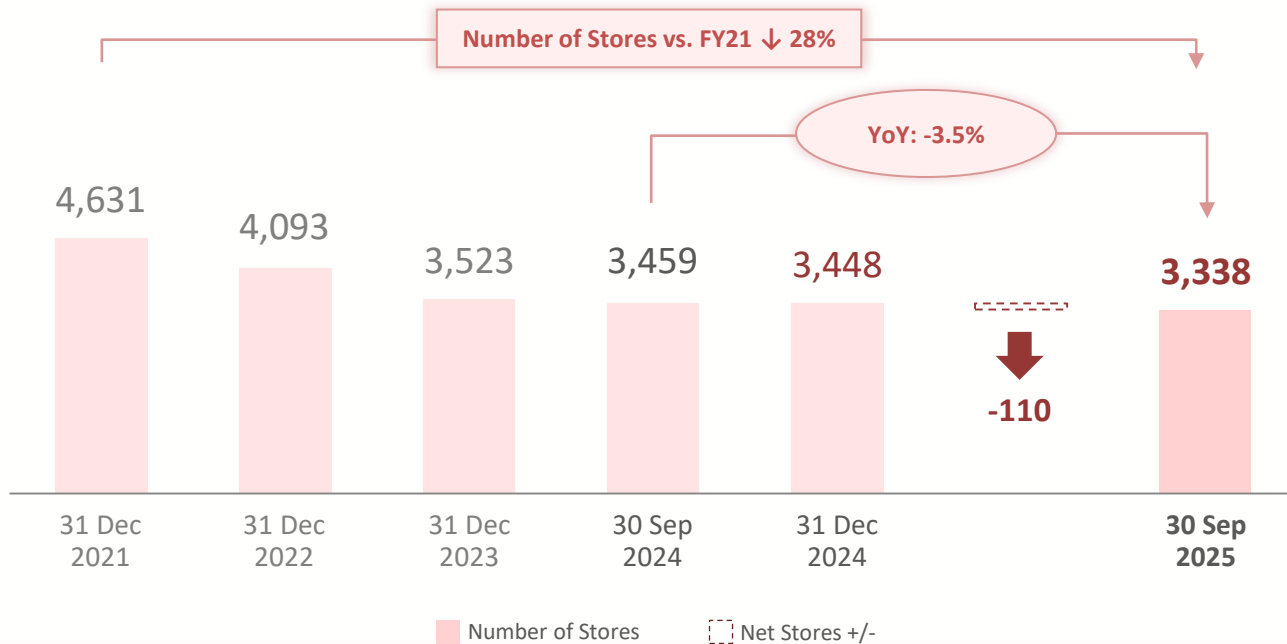
* Contribution analysis dimensions: including Pan-WeChat Ecosphere, without Other Sales. 9M25 Sales decreased by 17% YoY if excludes Pan-WeChat

^ Reclassification has been made

Y Right-Sizing B&M Network



Directly Operated Stores





Customized Pan-WeChat Ecosphere



- Y Establishing solid relationship with consumer through comprehensive platforms, enhancing Sales conversion rate, Full-price in-season sales and Repeat purchases



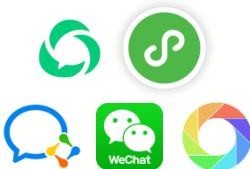
Shopping Mall Membership Platforms

03

02

Douyin Livestreaming

- Y Localized operations by upgrading regional and store level accounts with inventory fully integrated
- Y Authorized YYsports Douyin accounts with selected brand partners



WeChat Stores

01

- Y Regional operation with multi-faceted approach and multi-brands by designated KOS



YYsports & membership program*

Pan-WeChat Ecosphere



Seamless digital interface by designated KOS

* ~64.7m YYsports members (as of 30 Sep 2025)



Agenda



01



Financial Summary

p 6-14

02



Business Highlights

p 16-18

03



Future Target & Strategy

p 20-21

04



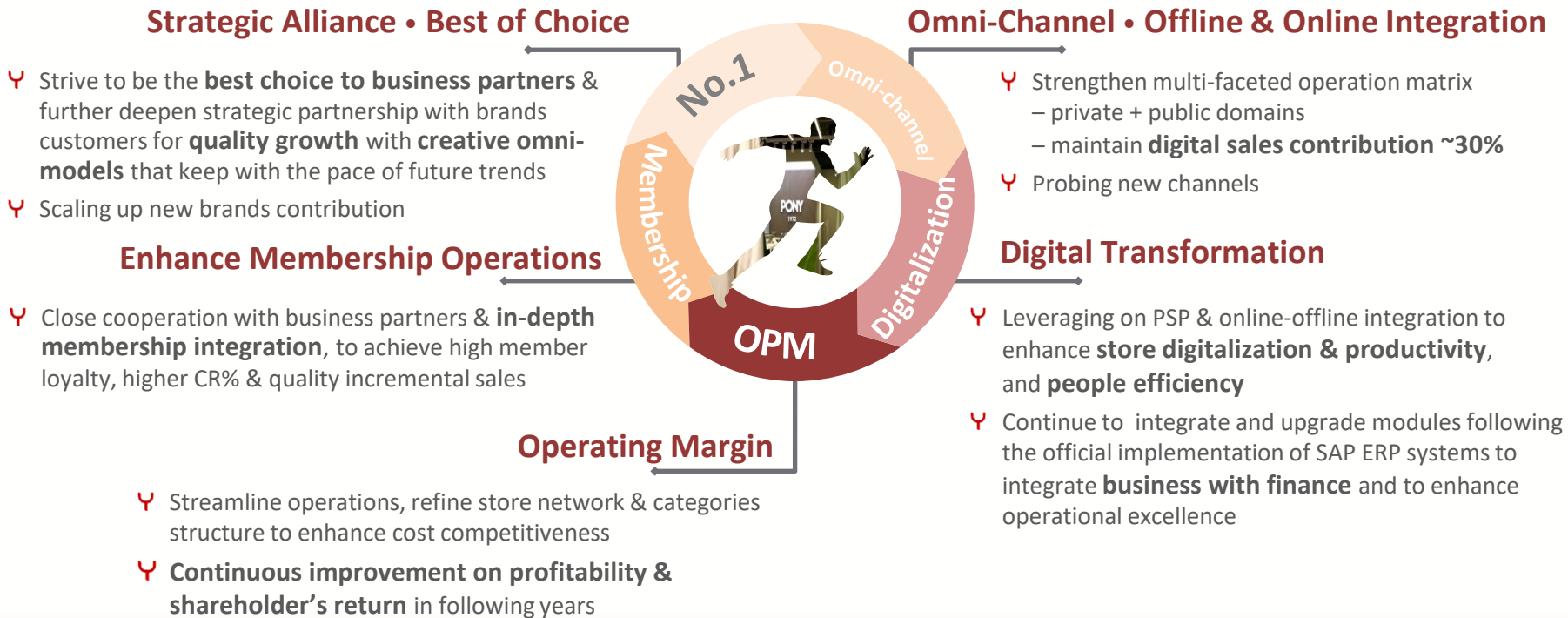
Appendix

p 23-26

Y Critical Missions in 3 Years

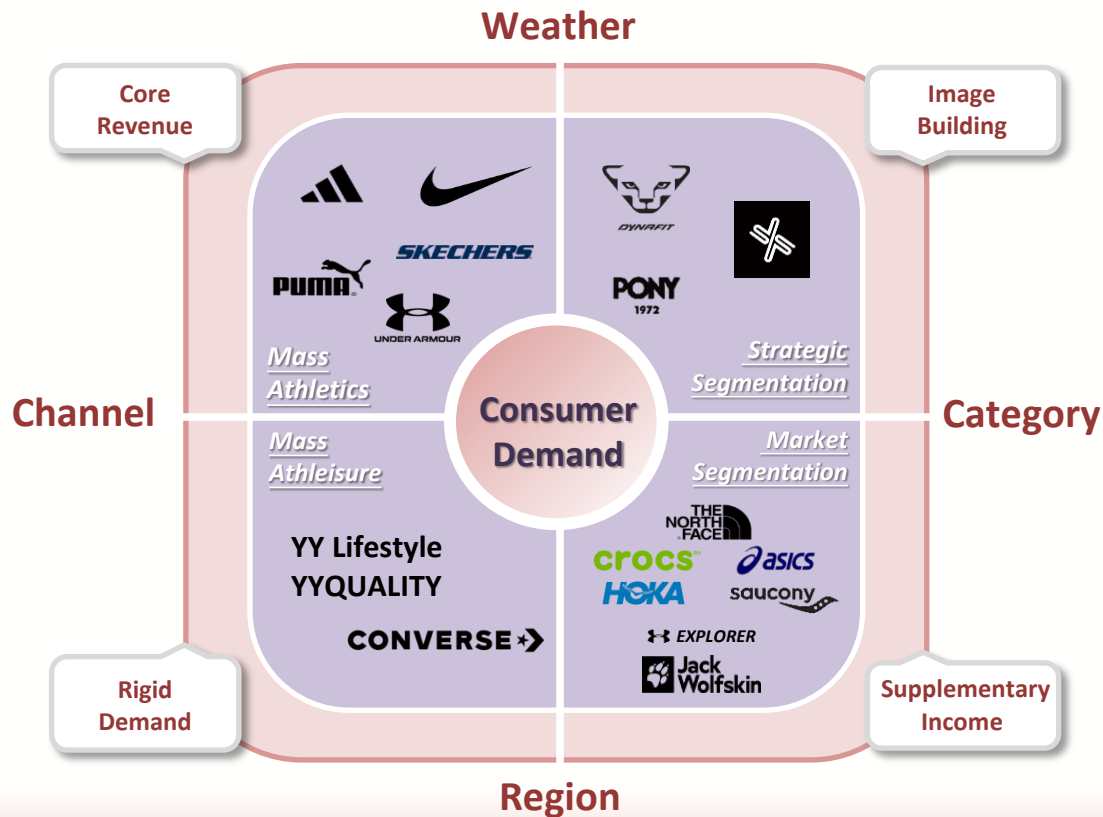


“Creating Value-added Services & Quality Experiences to Customers”





Growth by Multi-faceted Brand Strategy Matrix



PONY



胜道仓
YYQUALITY

仓储式购物体验





Agenda



01



Financial Summary

p 6-14

02



Business Highlights

p 16-18

03



Future Target & Strategy

p 20-21

04



Appendix

p 23-26



Company Milestones



- 2024 ● Sole distribution rights for XEXYMIX brand (Mainland China)
SAP ERP system went live
- 2021 ● Omni-channel contributed over 20% of total sales
- 2018 ● Recorded over RMB 22bn revenue
- 2016 ● Recorded over RMB 15bn revenue
- 2014 ● Became sole licensee for Pony in Taiwan & Mainland China
- 2013 ● Recorded over RMB 10bn revenue
- 2008 ● **Pou Sheng International listed on HKEX (3813.HK)**
- 2001 ● Expanded into retail business in Mainland China





Pou Sheng Financial Highlights (in USD) – 9M25



	9M 2025		9M 2024		YoY
	US\$'000	%	US\$'000	%	%
Revenue	1,785,754	100.0	1,939,774	100.0	-7.9
Cost of Sales	(1,187,854)	-66.5	(1,279,760)	-66.0	-7.2
Gross Profit	597,900	33.5	660,014	34.0	-9.4
SG&A	(571,151)	-32.0	(608,362)	-31.3	-6.1
Other Income & Expenses, net	14,814	0.8	19,584	1.0	-24.4
Operating Profit	41,563	2.3	71,236	3.7	-41.7
Finance Cost, net	(1,831)	-0.1	(1,468)	-0.1	+24.7
Other Gains	10	0.0	--	--	N/A
Income Tax	(14,148)	-0.8	(21,502)	-1.1	-34.2
Profit for the Period	25,594	1.4	48,266	2.5	-47.0
Profit Attrib. to Owners of PS	23,666	1.3	47,576	2.5	-50.3

Source: Internal analysis report (figures rounded); various accounting reclassification and adjustments are made to some of the figures when consolidating Pou Sheng numbers into the Yue Yuen Group in order to comply with the requirements of accounting standards



Pou Sheng Financial Highlights (in USD) – FY24



	FY 2024		FY 2023		YoY
	US\$'000	%	US\$'000	%	%
Revenue	2,561,408	100.0	2,830,730	100.0	-9.5
Cost of Sales	(1,685,725)	-65.8	(1,877,586)	-66.3	-10.2
Gross Profit	875,683	34.2	953,144	33.7	-8.1
SG&A	(809,193)	-31.6	(887,443)	-31.4	-8.8
Other Income & Expenses, net	31,951	1.2	38,115	1.4	-16.2
Operating Profit	98,441	3.8	103,816	3.7	-5.2
Finance Cost, net	(2,473)	-0.1	(7,720)	-0.3	-68.0
Other Losses	(444)	-0.0	(3,447)	-0.1	-87.1
Income Tax	(26,426)	-1.0	(21,656)	-0.8	+22.0
Profit for the Period	69,098	2.7	70,993	2.5	-2.7
Profit Attrib. to Owners of PS	68,219	2.7	69,190	2.4	-1.4

Source: Internal analysis report (figures rounded); various accounting reclassification and adjustments are made to some of the figures when consolidating Pou Sheng numbers into the Yue Yuen Group in order to comply with the requirements of accounting standards

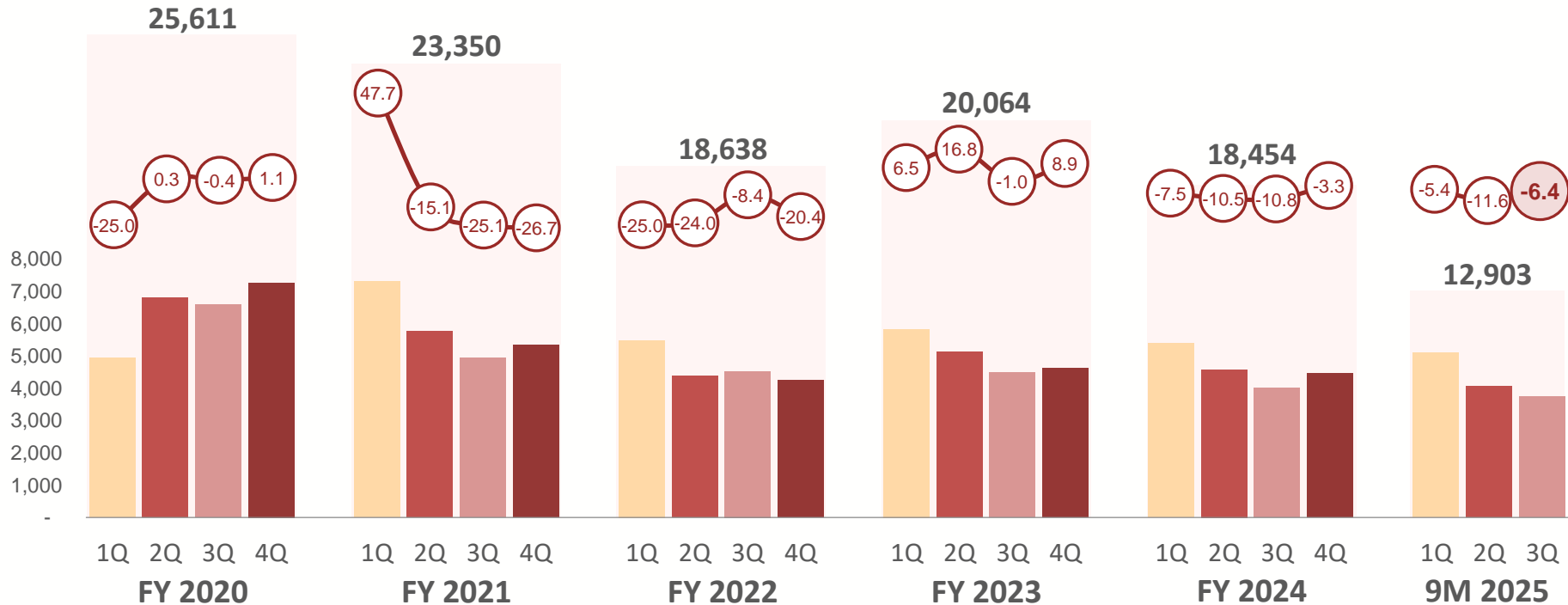


Pou Sheng Revenue Trend



Revenue (RMB'mn)

YoY (%)



Thank you
Q&A