



Pou Sheng International 2026 1Q Results

13 May 2026

MAKE SPORTS
YOUR LIFE





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MAKE SPORTS YOUR LIFE

— 让运动融入
你的生活 —





Pou Sheng Strategy & Operating Highlights

Discount* improved **LSD%** YoY
Aging Inventory **<9%** of Total

Discount* & Inventory Mix

Traffic decline **narrowed** significantly
Conversions **improved**
SSSG **turned positive**

Traffic & Conversion Rate

UPT & ATV **stable**
Avg. monthly sales per m²
& Avg. sales per door **improved**

Operation Matrix

Sales Structure

Full-price Stores & Direct Retail Contribution **↑**

Profitability Enhancement

GP Margin **↑ 0.9pp** YoY
OP Margin **↑ 1.3pp** YoY

Solid Financial Management

Cash Position RMB **~2.0bn**

Strengthening Content E-commerce
 Driving Online Returns

Exploring Vertical Segments
 Riding the wave of Instant Retail

Organizational Structure Optimization
 Building One-stop Service

* Offline direct retail discounts
SSSG: Same Store Sales Growth GFA: Gross Floor Area UPT: Units per Transaction ATV: Average Transaction Value



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Pou Sheng Financial Highlights *(in RMB)*



	1Q 2026		1Q 2025		YoY	
	RMB'mn	%	RMB'mn	%	%	pp
Revenue	5,051	100.0	5,107	100.0	-1.1	--
Cost of Sales	(3,352)	-66.4	(3,435)	-67.3	-2.4	0.9
Gross Profit	1,699	33.6	1,672	32.7	1.6	0.9
SG&A	(1,438)	-28.5	(1,505)	-29.5	-4.4	1.0
Other Income & Expenses, net	33	0.7	64	1.3	-48.4	-0.6
Operating Profit	294	5.8	231	4.5	27.4	1.3
Finance Cost*, net	(1)	-0.0	(5)	-0.1	-80.0	0.1
Other Gains & Losses	0	0.0	--	--	N/A	N/A
Income Tax	(102)	-2.0	(77)	-1.5	32.5	-0.5
Profit for the Period	191	3.8	149	2.9	28.5	0.9
Profit Attrib. to Owners of PS	183	3.6	138	2.7	32.5	0.9

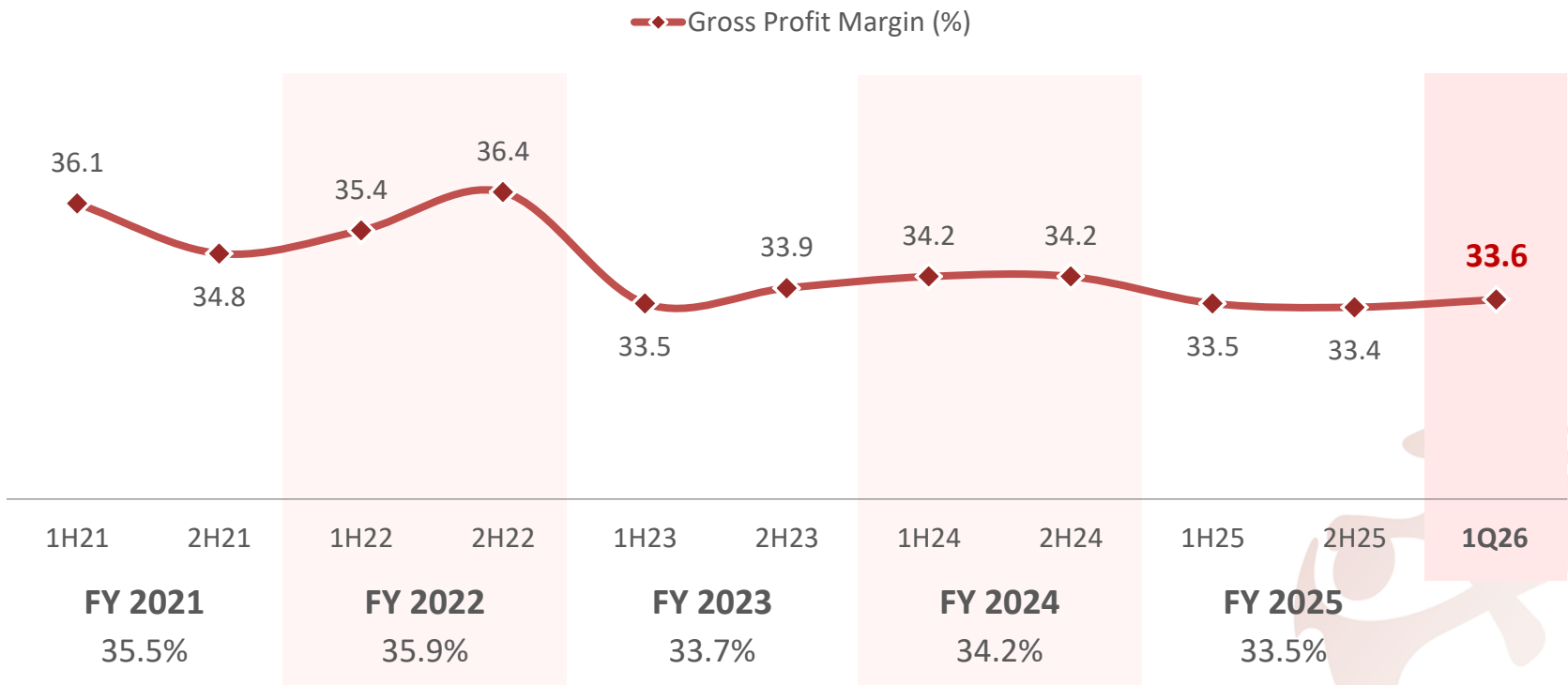
Source: Based on Pou Sheng's announcement on the HKEX website

* Including interest expenses on lease liabilities which amounted to RMB 10.5mn (1Q25: RMB 14.1mn).

Loan interest in 1Q26 increased by 1.8% YoY to RMB 0.6mn while net finance income (finance income - loan interest) was RMB 9.1mn in 1Q26 (1Q25: RMB 8.9mn)



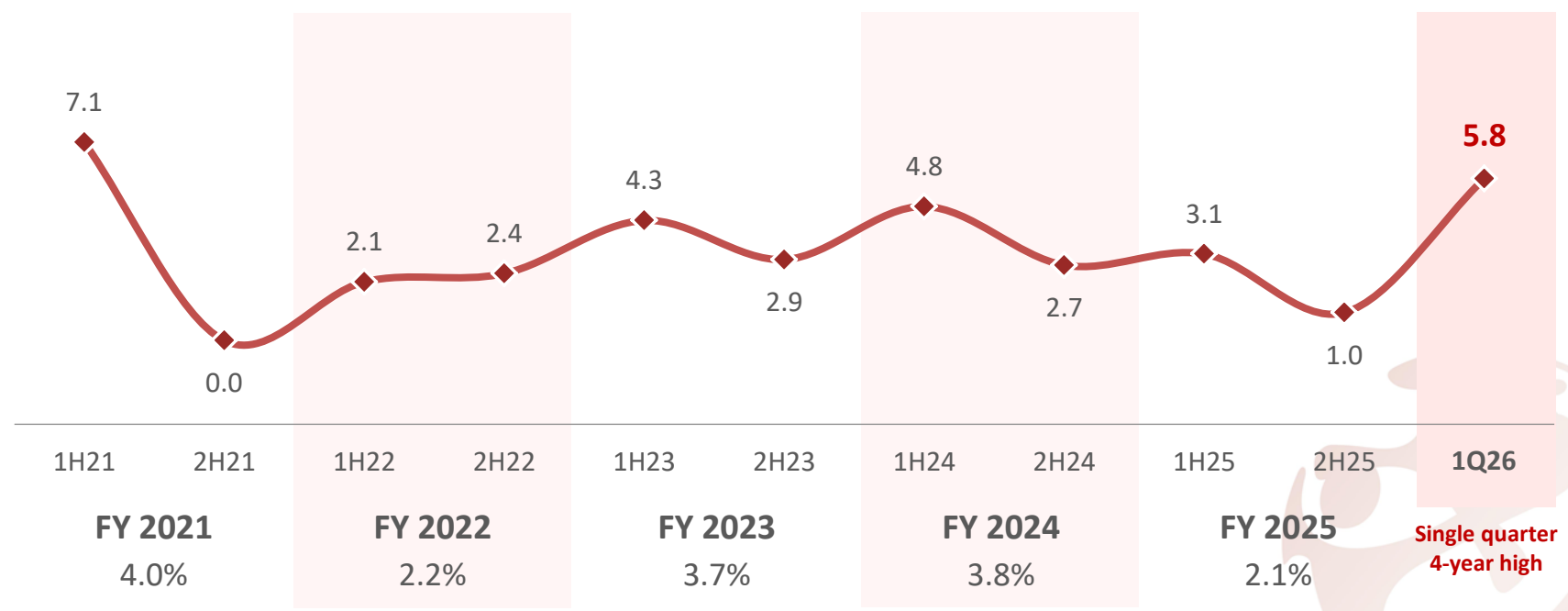
Pou Sheng GP Margin Trend





Pou Sheng OP Margin Trend

Operating Profit Margin (%)

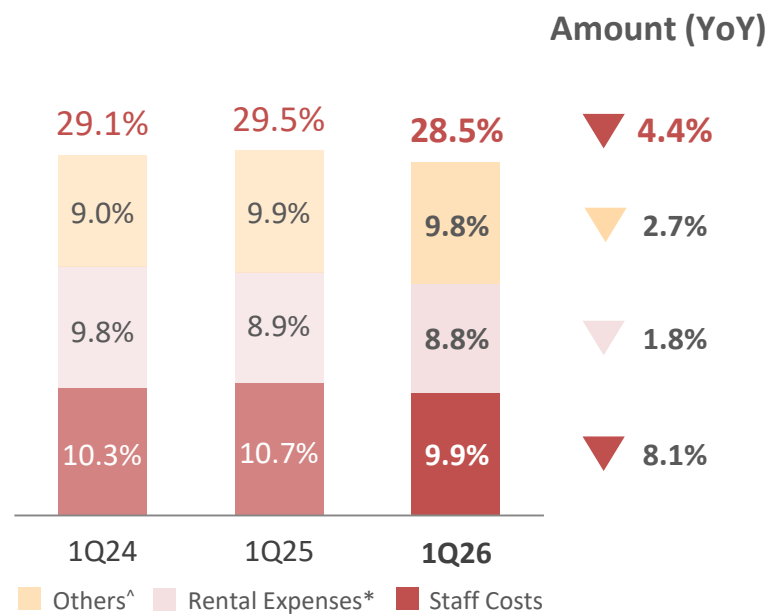




Pou Sheng SG&A Expenses Breakdown

SG&A Ratio

% of Revenue



Strategically Manage Retail Network, Optimize Rental Expenses

- Holistic approach in channel planning to avoid low-efficiency store opening & closing
- Number of direct operated stores ↓ 6.8% 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 ↓ 10% YoY from 19,500 to 17,600

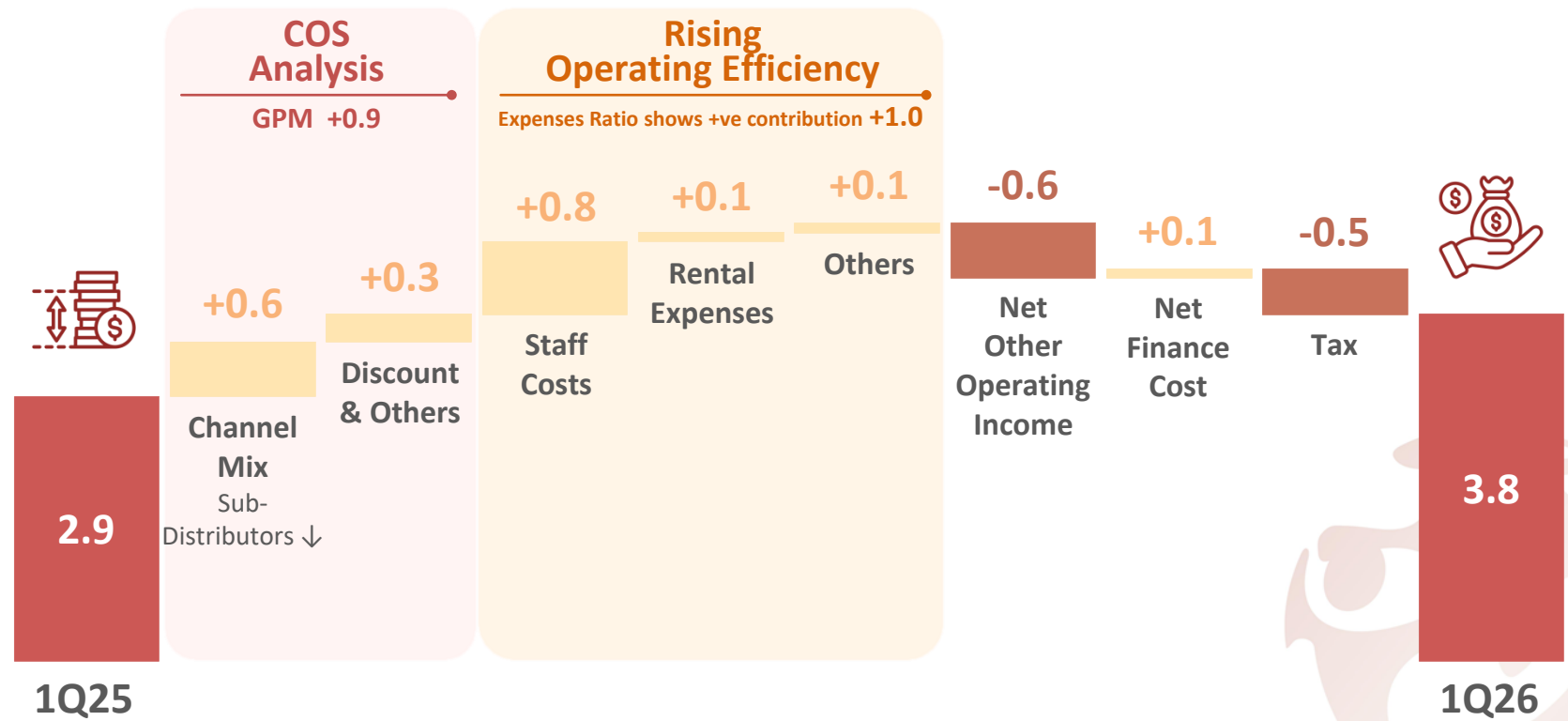
[^] Others include shopping mall expenses, logistic expenses, depreciation of PPE and amortization, etc.

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



Pou Sheng – Net Profit Margin

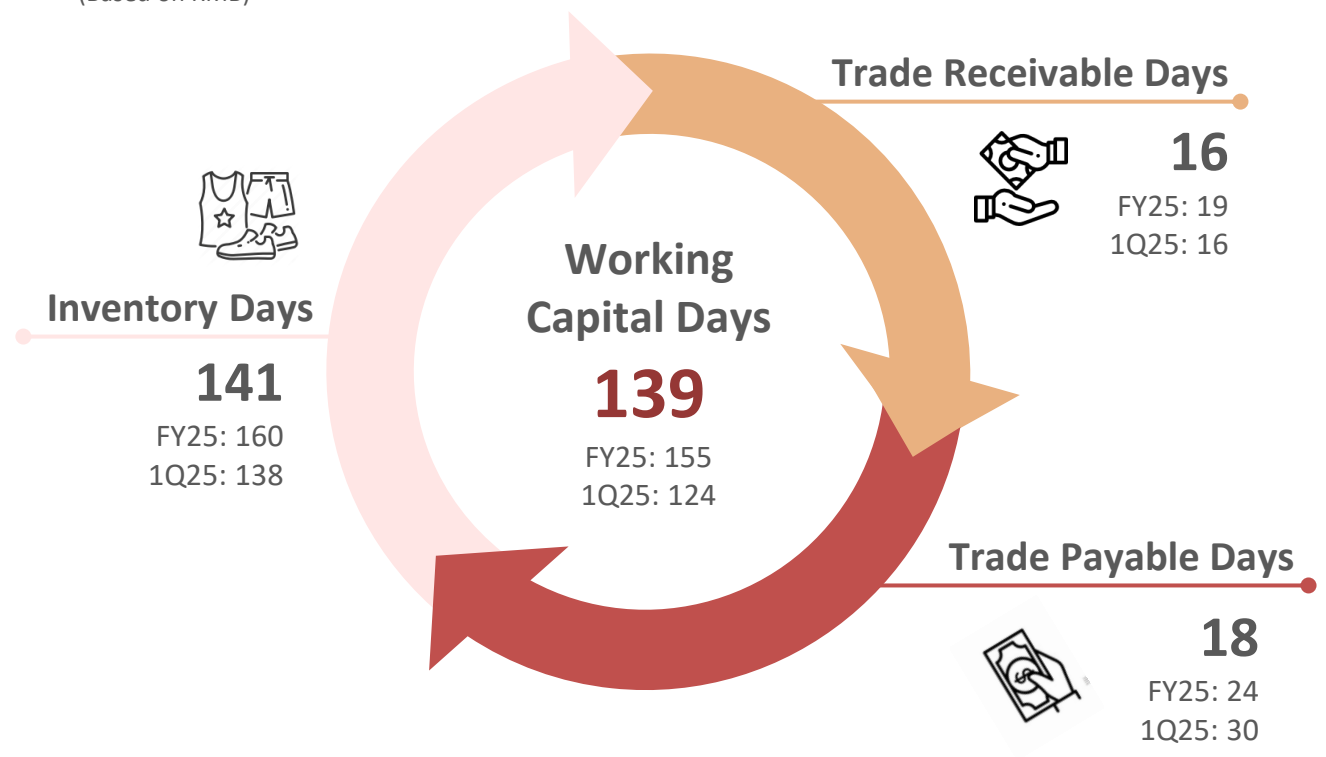
(%)



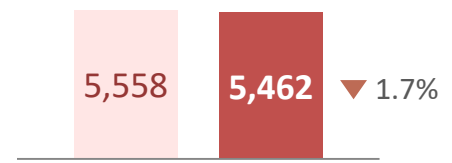


Pou Sheng Operation Efficiency – 1Q26

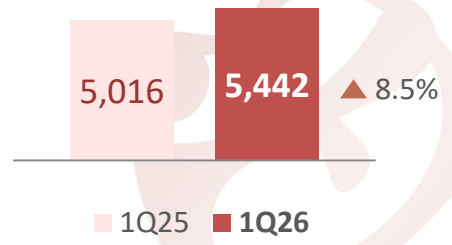
(Based on RMB)



Inventory Level In RMB'mn



Working Capital In RMB'mn

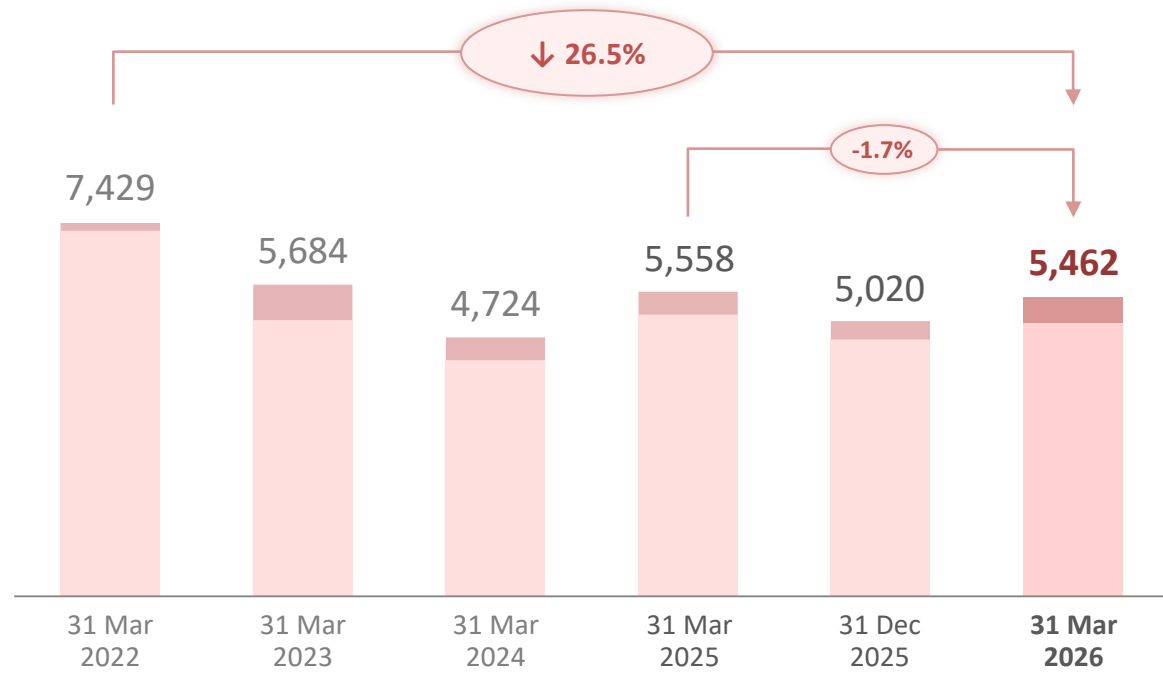


Used an average of Inventory, TR and TP for the calculations of turnover days: (starting balance + ending balance)/2



Healthy Aging & Well-Managed Inventory

(RMB'mn)



Dynamic inventory management

■ >12 months inventory %, which remained less than 10% throughout Mar 2024 to Mar 2026





Pou Sheng Financial Ratios (in RMB)



(RMB'mn)	1Q 2026	1Q 2025	YoY
Depreciation of PPE & Amortization	76.0	80.2	-5.2%
Depreciation of ROUA	155.5	174.4	-10.8%
EBITDA	535.3	494.7	+8.2%
EBITDA minus Depreciation of ROUA	379.8	320.3	+18.6%
Capital Expenditure	54.9	60.2	-8.8%
Total Borrowings*	200.0	138.9	+44.0%
Net Cash*	1,815.1	2,459.1	-26.2%
Total Borrowings to Equity#	2.2%	1.5%	+0.7pp
Net Borrowings to Equity#	Net Cash	Net Cash	--
Return on Owner's Equity <i>LTM</i>	2.9%	5.1%	--
Return on Asset <i>LTM</i>	2.1%	3.5%	--

As of
31 Mar

Source: Internal analysis report (figures rounded)

* Total Borrowings and Net Cash exclude lease liabilities. Lease liabilities was RMB 1,195.4mn and 1,376.9mn as at 31 Mar 2026 and 2025 respectively

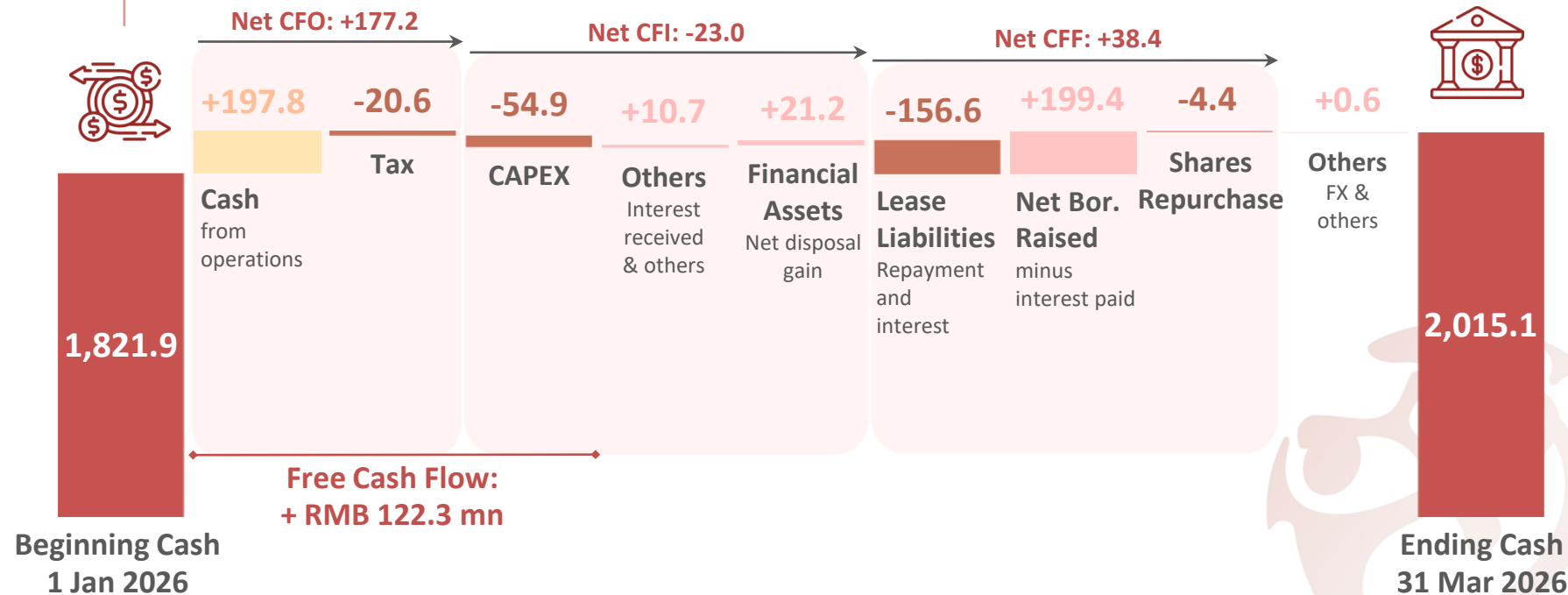
Total Debt to Equity and Net Debt to Equity (including lease liabilities) would be 15.4% (1Q25: 16.8%) and Net Cash (1Q25: Net Cash) as at 31 Mar 2026 respectively



Pou Sheng Sources and Uses of Fund – 1Q26

(RMB'mn)

+ RMB 193.2 mn

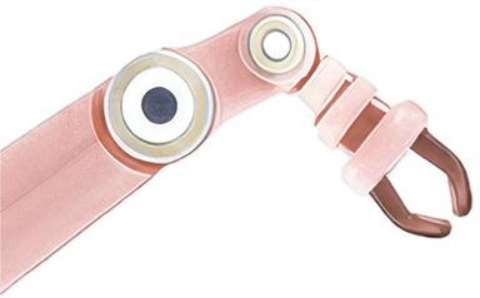


Net CFO: Net cash from/(used in) Operating Activities

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



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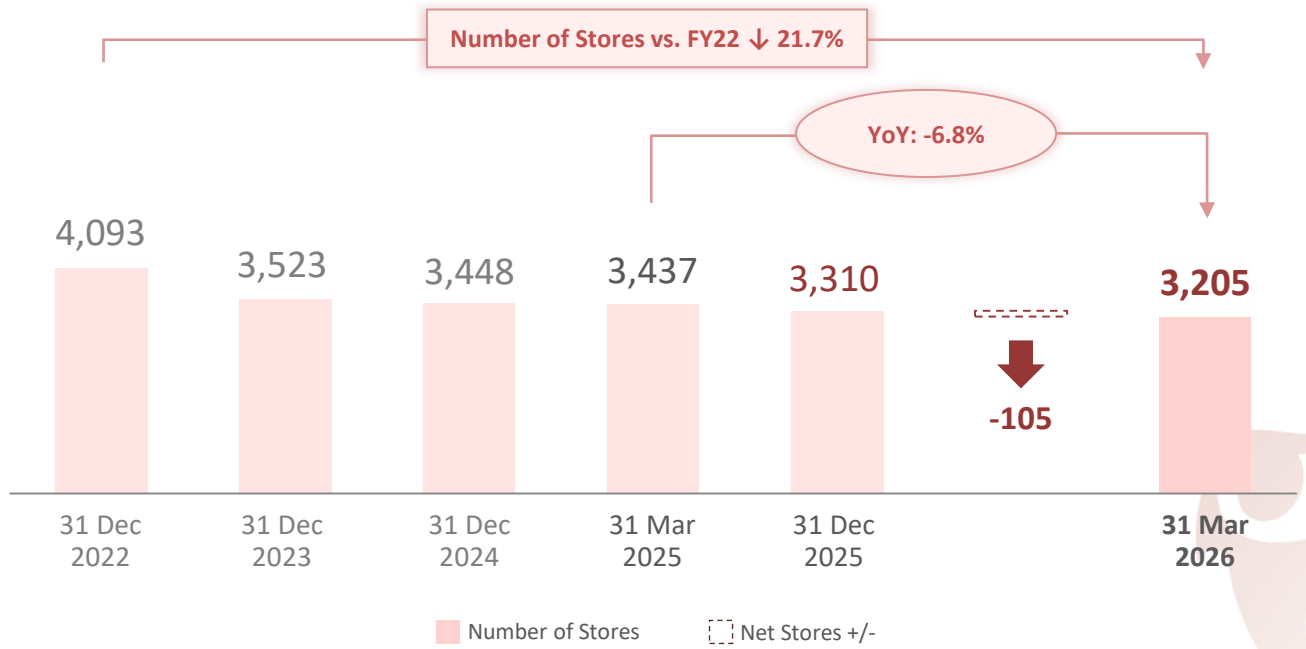




Right-Sizing B&M Network



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

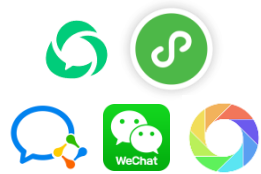


Shopping Mall Membership Platforms



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



- 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

* ~67.1m YYsports members (as of 31 Mar 2026)



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Critical Missions in 3 Years



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

Strategic Alliance • Best of Choice

- Y Strive to be the **best choice to business partners** & further deepen strategic partnership with brands customers for **quality growth** with **creative omni-models** that keep with the pace of future trends
- Y Scaling up new brands contribution

Enhance Membership Operations

- Y Close cooperation with business partners & **in-depth membership integration**, to achieve high member loyalty, higher CR% & quality incremental sales

Operating Margin

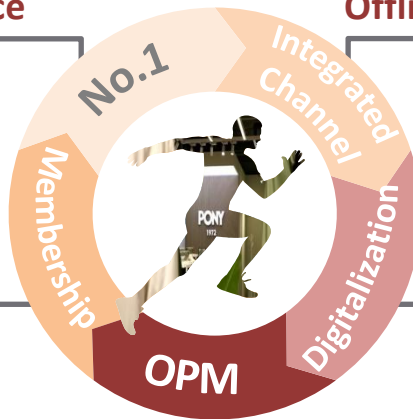
- Y Streamline operations, refine store network & categories structure to enhance cost competitiveness
- Y **Continuous improvement on profitability & shareholder’s return** in following years

Offline & Online Integration

- Y Strengthen multi-faceted operation matrix – private + public domains
- Y Probing new channels

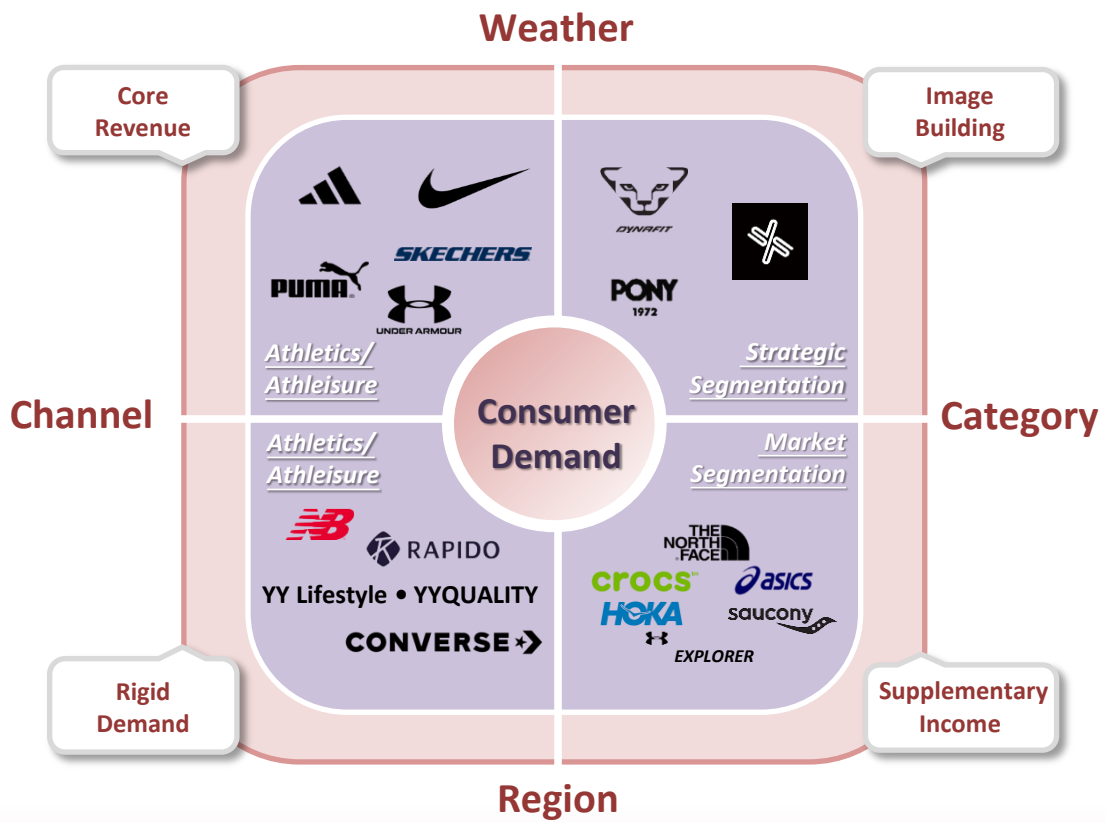
Digital Transformation

- Y Leveraging on PSP & online-offline integration to enhance **store digitalization & productivity**, and **people efficiency**
- Y Integrate and upgrade modules following the implementation of SAP ERP systems to integrate **business with finance** and to enhance operational excellence





Growth by Multi-faceted Brand Strategy Matrix



胜道仓
 YYQUALITY
 仓储式购物体验





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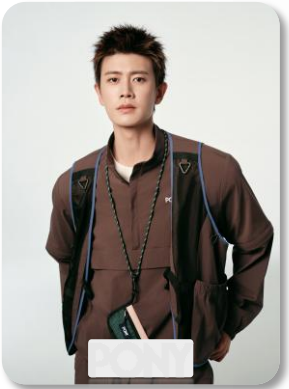




Company Milestones



- 2025 ● Organizational Adjustment Year
- 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)* – 1Q26



	1Q 2026		1Q 2025		YoY
	US\$'000	%	US\$'000	%	%
Revenue	729,936	100.0	701,205	100.0	+4.1
Cost of Sales	(484,427)	-66.4	(471,614)	-67.3	+2.7
Gross Profit	245,509	33.6	229,591	32.7	+6.9
SG&A	(206,037)	-28.2	(204,658)	-29.2	+0.7
Other Income & Expenses, net ^Δ	4,365	0.6	8,032	1.2	-45.7
Operating Profit^Δ	43,837	6.0	32,965	4.7	+33.0
Finance Cost ^Δ	(1,611)	-0.2	(2,028)	-0.3	-20.6
Other Gains & Losses	75	0.0	--	--	N/A
Income Tax	(14,721)	-2.0	(10,539)	-1.5	+39.7
Profit for the Period	27,580	3.8	20,398	2.9	+35.2
Profit Attrib. to Owners of PS	26,490	3.6	18,998	2.7	+39.4

^Δ Source: Internal analysis report (figures rounded); reclassification has been made according to the preparation methods of consolidated statement of Yue Yuen Group



Pou Sheng Financial Highlights (in USD) – FY25



	FY 2025		FY 2024		YoY
	US\$'000	%	US\$'000	%	%
Revenue	2,383,070	100.0	2,561,408	100.0	-7.0
Cost of Sales	(1,585,246)	-66.5	(1,685,725)	-65.8	-6.0
Gross Profit	797,824	33.5	875,683	34.2	-8.9
SG&A	(768,007)	-32.2	(809,193)	-31.6	-5.1
Other Income & Expenses, net ^Δ	25,701	1.0	38,888	1.5	-33.9
Operating Profit^Δ	55,518	2.3	105,378	4.1	-47.3
Finance Cost ^Δ	(7,508)	-0.3	(9,410)	-0.4	-20.2
Other Gains & Losses	(702)	-0.0	(444)	-0.0	+58.1
Income Tax	(15,410)	-0.7	(26,426)	-1.0	-41.7
Profit for the Period	31,898	1.3	69,098	2.7	-53.8
Profit Attrib. to Owners of PS	29,318	1.2	68,219	2.7	-57.0

^Δ Source: Internal analysis report (figures rounded); reclassification has been made according to the preparation methods of consolidated statement of Yue Yuen Group

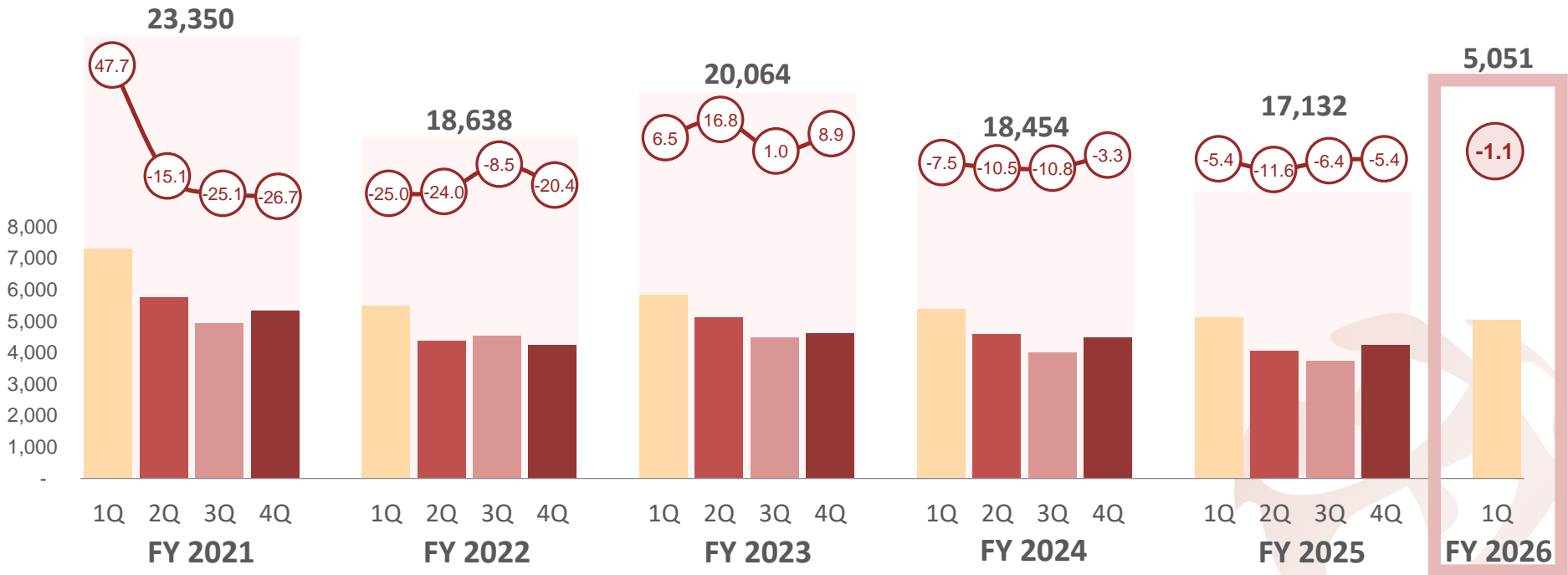


Pou Sheng Revenue Trend



Revenue (RMB'mn)

YoY (%)





**Thank you
Q&A**

