Pou Sheng International
2026 9M Results

12 Nov 2026



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— 让运动融入
你的生活 —



Pou Sheng Strategy & Operating Highlights – 9M26

Discount* & Inventory Mix

Discount* improved **LSD%** YoY

Aging inventory **<9%** of Total

SSSG & Conversion Rate

SSSG ↓ **MSD%** YoY

Conversions **improved**

Operation Matrix

Avg. monthly sales per m² **flattish**

Avg. sales per door **improved**

Sales Structure

3Q26 Full price store contribution ↑

Direct retail contribution **Resilient**

Profitability Enhancement

GP Margin ↑ **0.5pp** YoY

OP Margin ↑ **0.7pp** YoY

Solid Financial Management

Cash Position RMB **~2.5bn**

Optimizing **Content Placement**

Driving **Online Returns**

Exploring **Vertical Segments**

Leveraging **Artificial Intelligence**

Organizational Structure Optimization

Building **One-stop Service**

** Offline direct retail discounts*
SSSG: Same Store Sales

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Pou Sheng Financial Highlights *(in RMB)*

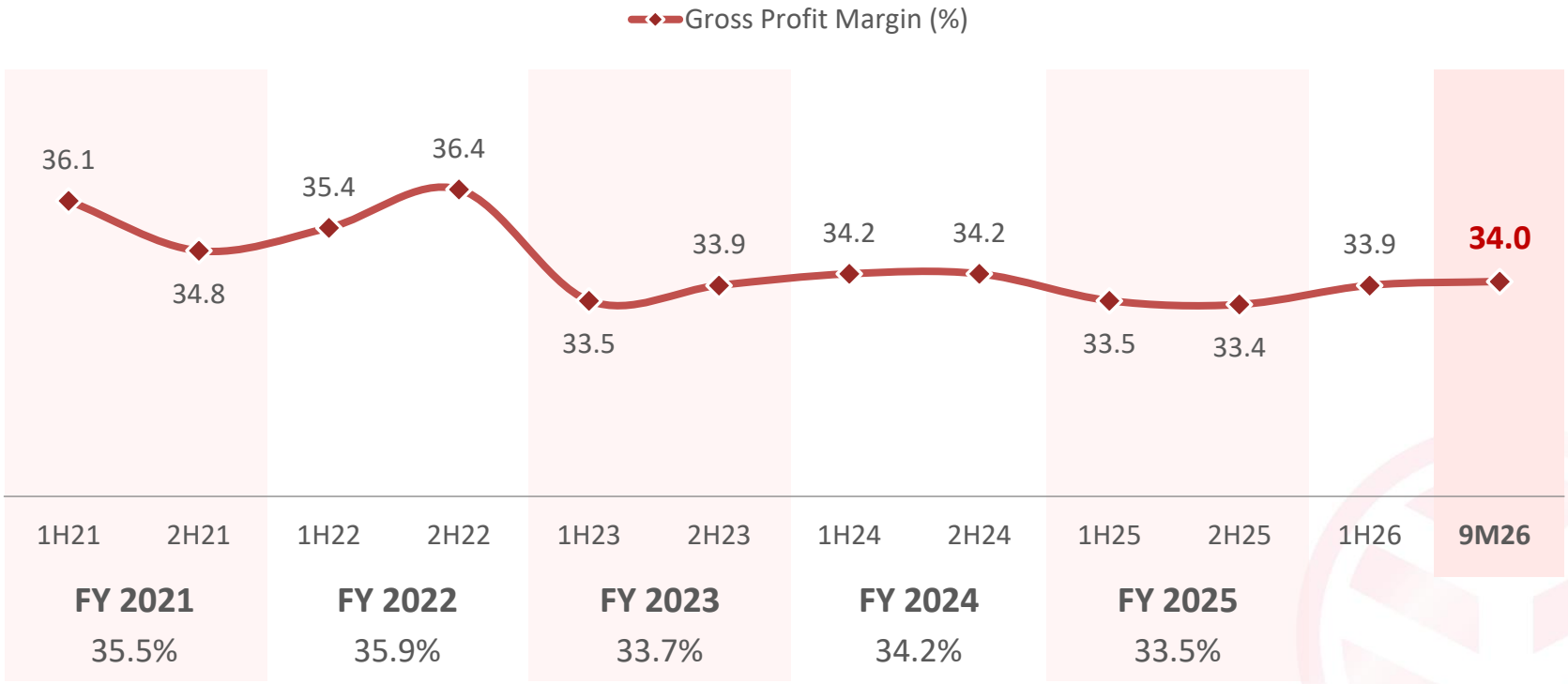
	9M 2026		9M 2025		YoY	
	RMB'mn	%	RMB'mn	%	%	pp
Revenue	**12,403**	**100.0**	12,903	100.0	-3.9	--
Cost of Sales	**(8,183)**	**-66.0**	(8,583)	-66.5	-4.7	0.5
Gross Profit	**4,220**	**34.0**	4,320	33.5	-2.3	0.5
SG&A	**(3,948)**	**-31.8**	(4,173)	-32.3	-5.4	0.5
Other Income & Expenses, net	**102**	**0.8**	153	1.1	-33.3	-0.3
Operating Profit	**374**	**3.0**	300	2.3	24.7	0.7
Finance Cost*, net	**(4)**	**-0.0**	(13)	-0.1	-69.2	0.1
Other Gains & Losses	**2**	**0.0**	0	0.0	N/A	N/A
Income Tax	**(121)**	**-1.0**	(102)	-0.8	18.6	-0.2
Profit for the Period	**251**	**2.0**	185	1.4	35.7	0.6
Profit Attrib. to Owners of PS	**238**	**1.9**	171	1.3	39.2	0.6

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

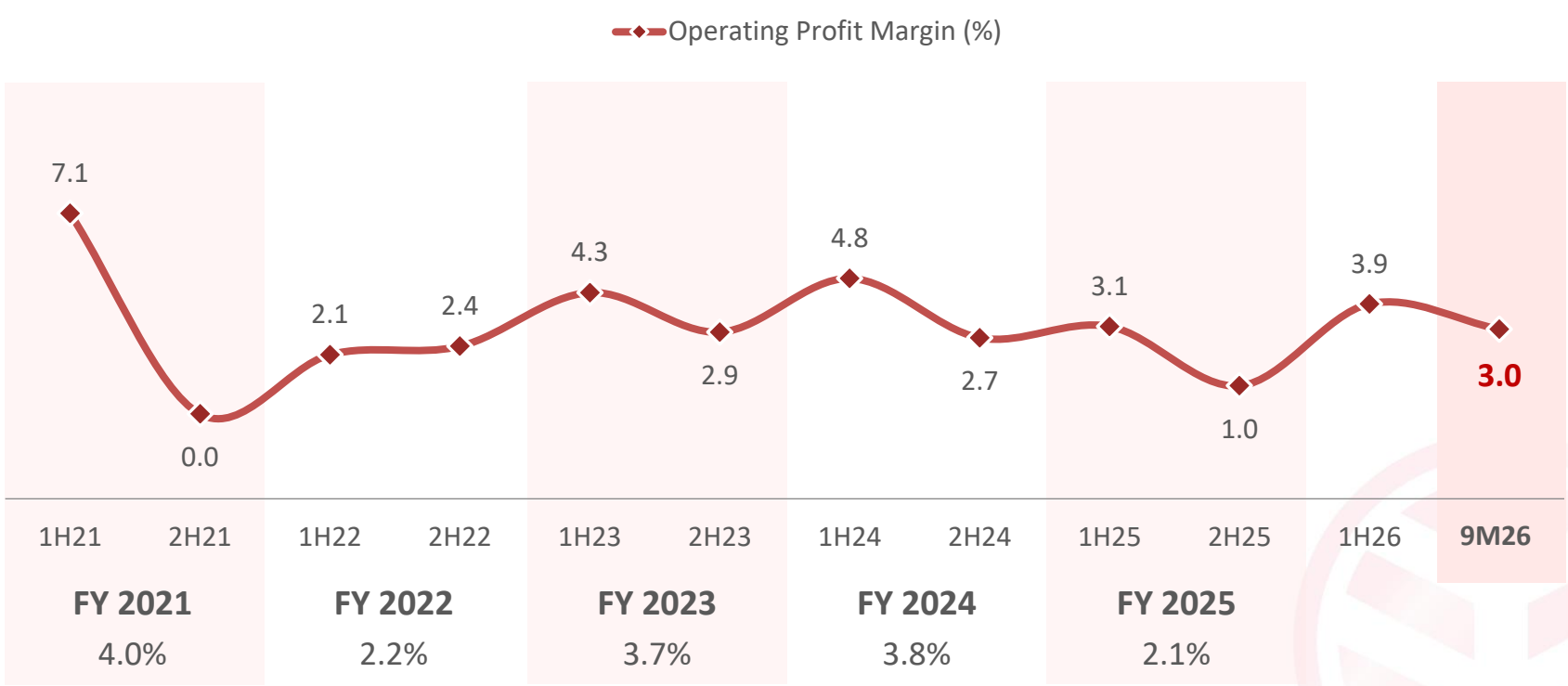
** Including interest expenses on lease liabilities which amounted to RMB 31.7mn (9M25: RMB 40.3mn).*

Loan interest in 9M26 decreased by 58.7% YoY to RMB 1.0mn while net finance income (finance income - loan interest) was RMB 27.8mn in 9M26 (9M25: RMB 27.1mn)

Pou Sheng GP Margin Trend

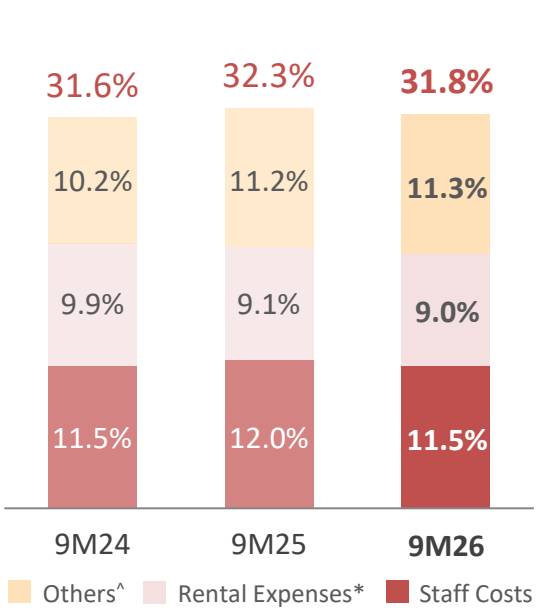


Pou Sheng OP Margin Trend



Pou Sheng SG&A Expenses Breakdown

SG&A Ratio
% of Revenue



Amount (YoY)

- ▼ 5.4%
- ▼ 2.7%
- ▼ 5.8%
- ▼ 7.6%

Strategically Manage Retail Network, Optimize Rental Expenses

- Holistic approach in channel planning to avoid low-efficiency store opening & closing
- Number of direct operated stores ↓ 8.5% YoY
- Enhance store level efficiency, strengthen channels

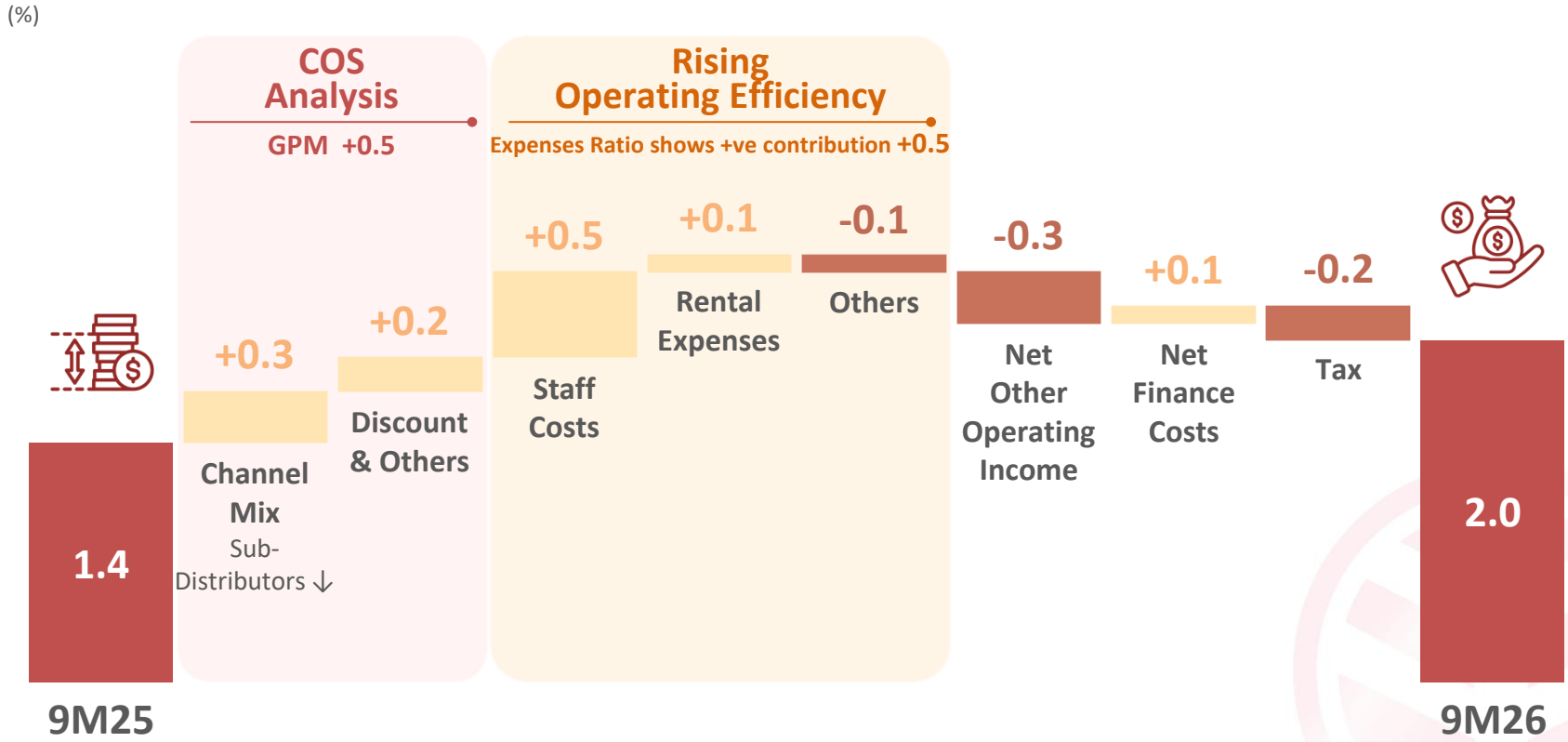
Stringent Middle/Back Office Expenses Control to counter Operating Deleverage

Active Management on People Efficiency

- Lean Management:
  Pou Sheng's no. of employees ↓ 8% YoY from 18,600 to 17,200

^ 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 – 9M26

(Based on RMB)



Inventory Days

172

FY25: 160
9M25: 161

Working Capital Days

162

FY25: 155
9M25: 153

Trade Receivable Days



17

FY25: 19
9M25: 18

Trade Payable Days

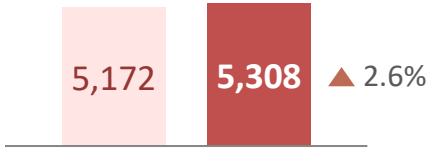


27

FY25: 24
9M25: 26

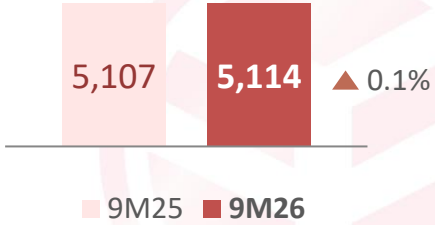
Inventory Level

In RMB'mn



Working Capital

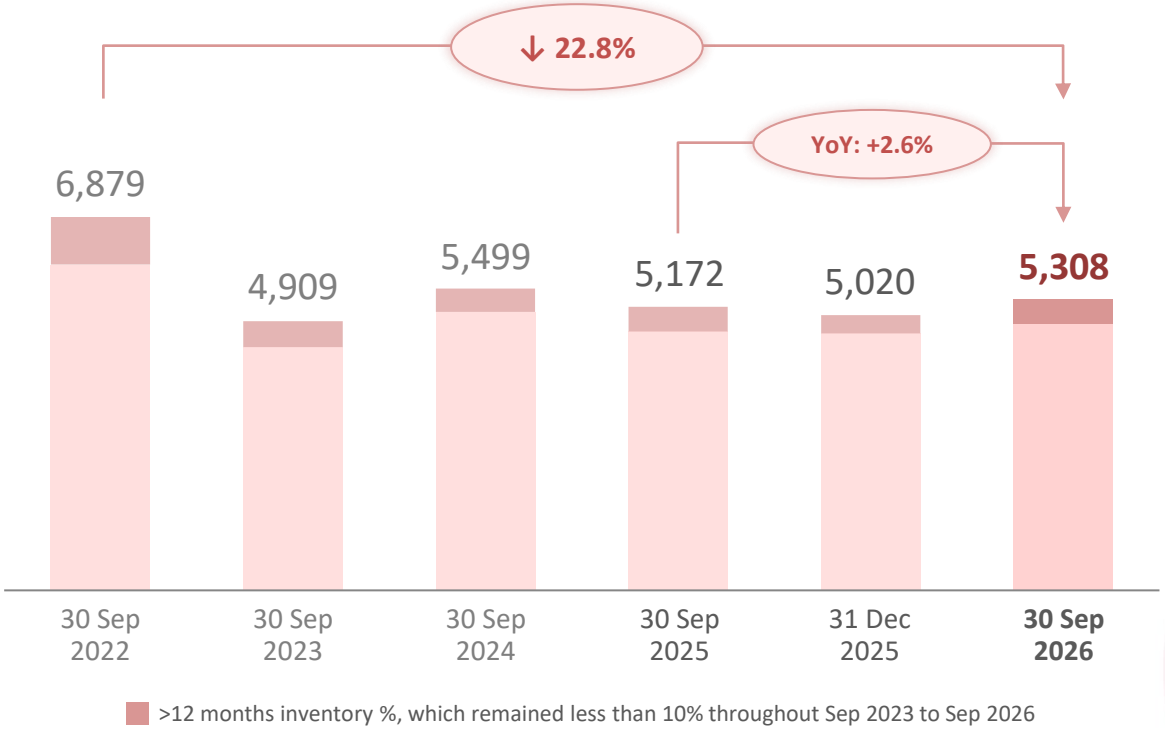
In RMB'mn



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

Pou Sheng Financial Ratios *(in RMB)*

(RMB'mn)	9M 2026	9M 2025	YoY
Depreciation of PPE & Amortization	**218.4**	241.5	-9.6%
Depreciation of ROUA	**461.0**	509.4	-9.5%
EBITDA	**1,084.7**	1,080.8	+0.4%
EBITDA minus Depreciation of ROUA	**623.7**	571.4	+9.2%
Capital Expenditure	**149.6**	180.3	-17.0%
Total Borrowings*	**126.3**	192.0	-34.2%
Net Cash*	**2,378.3**	1,990.8	+19.5%
Total Borrowings to Equity#	**1.4%**	2.2%	-0.8pp
Net Borrowings to Equity#	**Net Cash**	Net Cash	--
Return on Owner's Equity *LTM*	**3.1%**	3.7%	--
Return on Asset *LTM*	**2.3%**	2.7%	--

As of 30 Sep

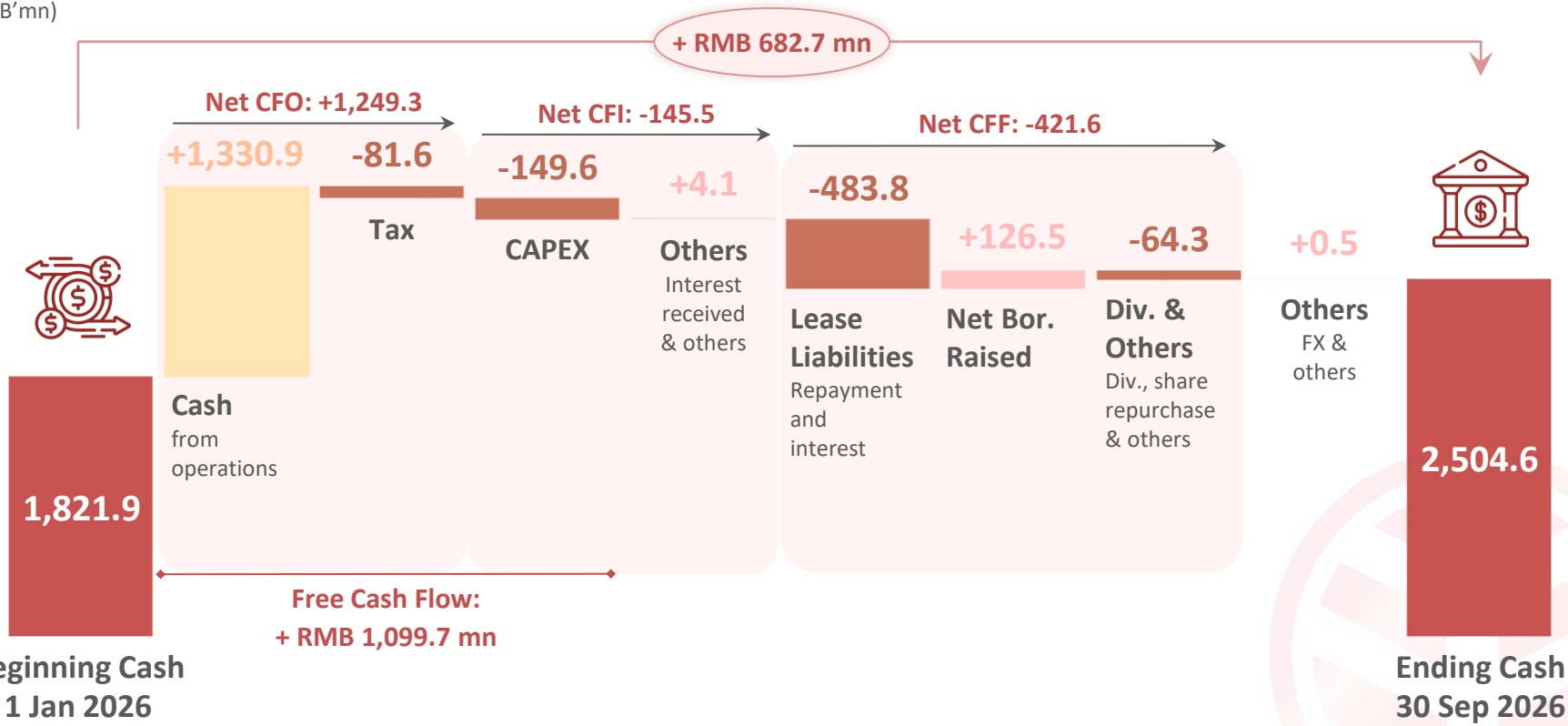
Source: Internal analysis report (figures rounded)

** Total Borrowings and Net Cash exclude lease liabilities. Lease liabilities was RMB 1,212.9mn and 1,269.8mn as at 30 Sep 2026 and 2025 respectively*

 # Total Debt to Equity and Net Debt to Equity (including lease liabilities) would be 15.0% (9M25: 16.5%) and Net Cash (9M25: Net Cash) as at 30 Sep 2026 respectively

Pou Sheng Sources and Uses of Fund – 9M26

(RMB'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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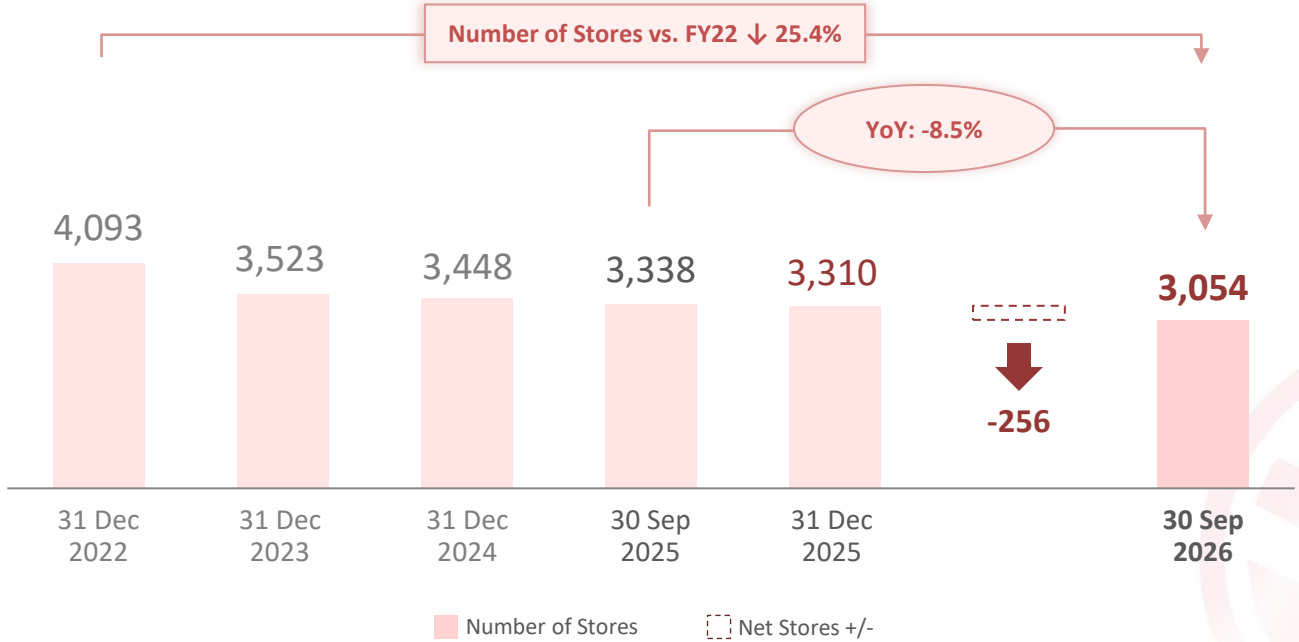
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Right-Sizing B&M Network

Directly Operated Stores



Strengthening Digital Empowerment

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



01 Shelf-based E-commerce

- Online multi-channel footprint

02 Live-streaming E-commerce

- Localized operations by upgrading regional and store level accounts with inventory fully integrated

03 WeChat Stores

- A single national WeChat store with multi-faceted approach and multi-brands by designated KOS



YYsports & membership program*

Fully integrated & one-stop operations

Seamless digital interface by designated KOS

* ~**69.2m** YYsports members *(as of 30 Sep 2026)*

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Critical Missions in 3 Years

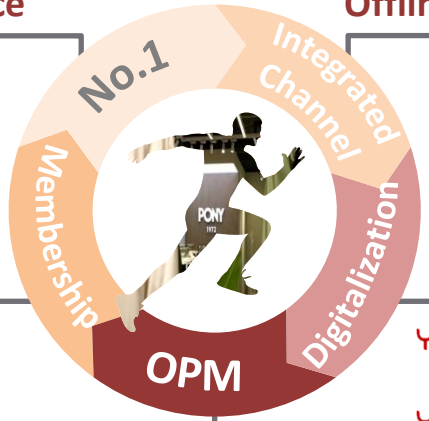
"Creating Value-added Services & Quality Experiences to Customers"

Strategic Alliance • Best of Choice

- 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
- Scaling up new brands contribution

Offline & Online Integration

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



Enhance Membership Operations

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

Digital Transformation

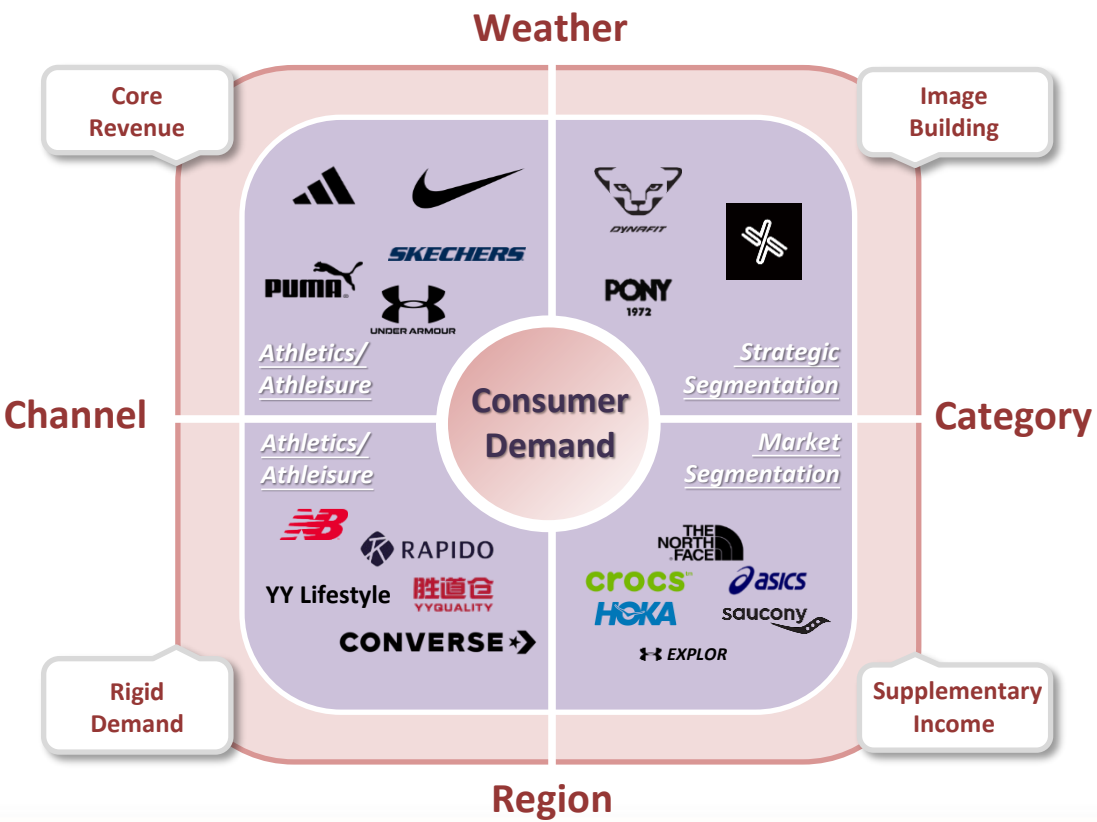
- Leveraging on full integration to enhance **store productivity** and **people efficiency**
- Integrate and upgrade modules following the implementation of SAP ERP systems to integrate **business with finance** and to enhance operational excellence

Operating Margin

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

CR%: Sales conversion rates ERP: Enterprise Resource Planning

Growth by Multi-faceted Brand Strategy Matrix







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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)* – 9M26

	9M 2026		9M 2025		YoY
	US$'000	%	US$'000	%	%
Revenue	**1,818,234**	**100.0**	1,785,754	100.0	+1.8
Cost of Sales	**(1,199,600)**	**-66.0**	(1,187,854)	-66.5	+1.0
Gross Profit	**618,634**	**34.0**	597,900	33.5	+3.5
SG&A	**(572,248)**	**-31.5**	(571,151)	-32.0	+0.2
Other Income & Expenses, net[Δ]	**12,665**	**0.7**	18,887	1.1	-32.9
Operating Profit[Δ]	**59,051**	**3.2**	45,636	2.6	+29.4
Finance Cost[Δ]	**(4,786)**	**-0.2**	(5,904)	-0.4	-18.9
Other Gains & Losses	**361**	**0.0**	10	0.0	+3,510.0
Income Tax	**(17,803)**	**-1.0**	(14,148)	-0.8	+25.8
Profit for the Period	**36,823**	**2.0**	25,594	1.4	+43.9
Profit Attrib. to Owners of PS	**34,871**	**1.9**	23,666	1.3	+47.3

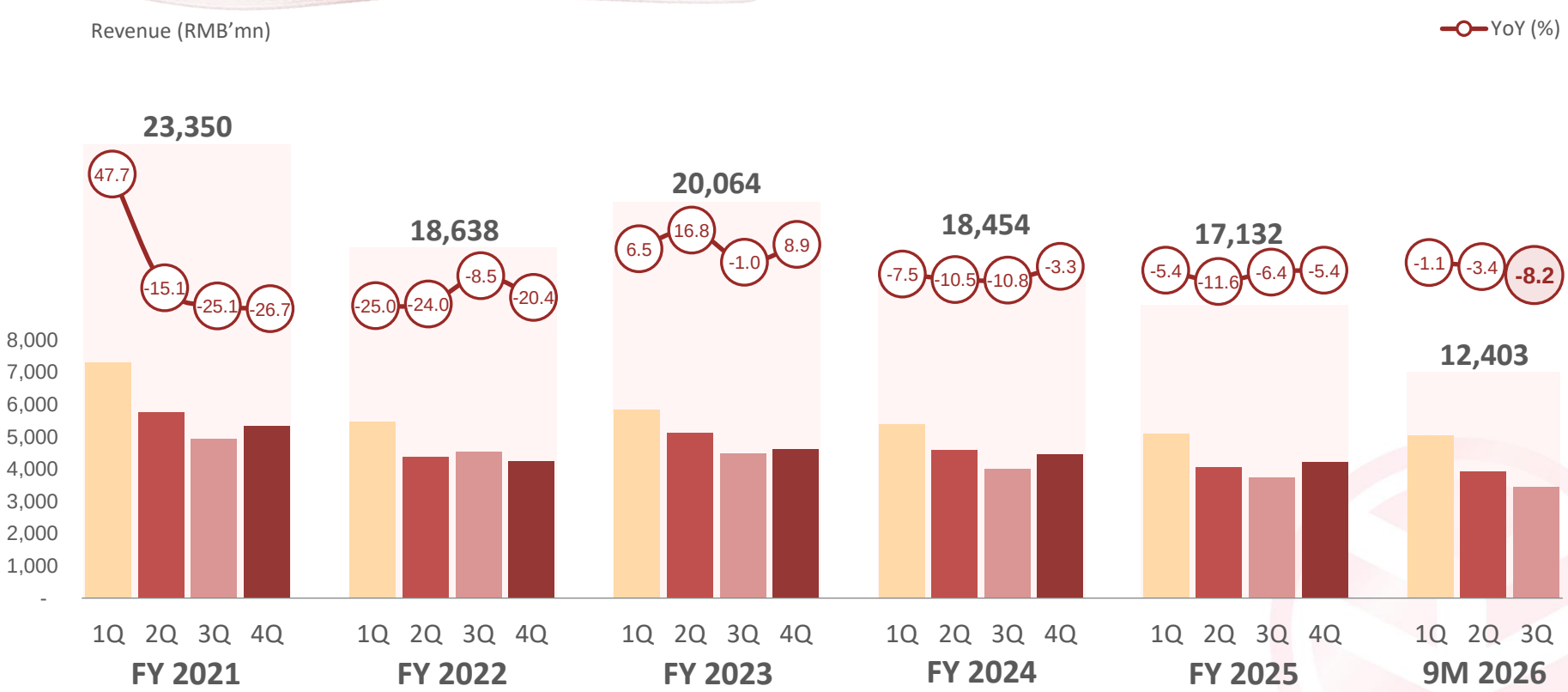
[Δ] *Source: Internal analysis report (figures rounded); reclassification has been made according to the preparation methods of consolidated statement of Yue Yuen Group*

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





Thank you
Q&A