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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 decline of approximately 57.1% in profit attributable to owners of the Company for the Year as compared with the 2024 financial year, as subdued consumer confidence and elevated industry inventory levels in mainland China market led to aggressive promotional activities and pressured the Group's top-line performance. This resulted in operational deleverage, due to intense discount pressures and a decline in sales, which significantly constrained 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 and information currently available to the Board, the Group expects to record revenue of approximately RMB17,132 million, and profit attributable to owners of the Company of approximately RMB211 million for the year ended 31 December 2025 (the "Year"), representing a decline of approximately 7.2% and 57.1% respectively as compared with the 2024 financial year.

The decrease in profit attributable to owners of the Company for the Year was primarily driven by operational deleverage. The mainland China market encountered subdued consumer confidence and elevated industry inventory levels, leading to aggressive promotional activities and impacting the Group's top-line performance. The Group's retail stores experienced a further slowdown in sales momentum, driven by sustained weakness in foot traffic and a mid-teens percentage decline in same-store sales. Lower-tier cities also saw sluggish foot traffic, substantially undermining the performance of its sub-distributor channels.

On a more positive note, the Group's online sales momentum remained solid as it continued to enhance its omni-channel capabilities in mainland China's highly competitive sportswear e-commerce landscape, while maintaining a high degree of agility and flexibility in its decision-making and systematically developing its online presence. This partly offset weak foot traffic in the Group's retail stores.

Notwithstanding ongoing efforts in rigorous inventory management, inventory mix optimisation, digital capabilities enhancement, stringent expense control and organisational adjustment efforts, the Group recorded operational deleverage due to intense discount pressures and a decline in sales, which significantly constrained the Group's profitability.

Against a still-uncertain economic backdrop, the Group maintained solid cash position through its holistic and disciplined approach to channel planning and inventory management. In January 2026, the Company undertook a number of share repurchase transactions, demonstrating its confidence in its long-term prospects and intrinsic value amid a volatile market environment.

As the Company is still finalising the consolidated results of the Group for the Year, 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 Year may differ from the information contained in this announcement. Shareholders and potential investors should refer to the audited consolidated results of the Group for the Year to be released on 11 March 2026.

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, 27 February 2026

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