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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)

**VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE**

This announcement is made by Pou Sheng International (Holdings) Limited (the “Company”, together with its subsidiaries, the “Group”) on a voluntary basis to keep its shareholders and potential investors with an update on the latest business development of the Group.

The Group was notified by Nike that the Group’s existing online sales of Nike’s products in mainland China will terminate completely with effect from January 1, 2027.

For the year ended December 31, 2025, the revenue contribution from online sales of Nike’s products accounted for approximately 15% of the total revenue of the Group while its contribution to the Group’s profit was insignificant.

The Group remains committed to fostering a robust business collaboration with Nike, aiming to collectively enhance the market channel ecosystem and deliver a superior consumer experience.

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, July 22, 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. Feng Lei Ming, Mr. Liu, Hsi-Liang and Ms. Leung Pui Yee

Website: www.pousheng.com