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FORWARD FASHION
HOLDINGS

Forward Fashion (International) Holdings Company Limited

尚晉(國際)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2528)

POSITIVE PROFIT ALERT

This announcement is made by Forward Fashion (International) Holdings Company Limited (the “**Company**”, 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2021 and information currently available to the Board, the Group is expected to record a net profit attributable to equity holders of the Company of not less than approximately HK\$30 million for the year ended 31 December 2021, as compared with the loss of approximately HK\$136.3 million for the year ended 31 December 2020.

The Board considers that the expected estimated improvement of the Group’s results is mainly attributable to improved sales performance and on-going cost savings efforts. The Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2021.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2021 and information currently available to the Board, which are subject to finalisation and necessary adjustments and have not been confirmed or reviewed by the Company’s auditor or the audit committee of the Group. Therefore, the actual consolidated results of the Group for the year ended 31 December 2021, which are expected to be released on around 25 March 2022, may differ from the information contained in this announcement.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Forward Fashion (International) Holdings Company Limited
Fan Wing Ting
Chairman

Hong Kong, 24 February 2022

As at the date of this announcement, the Board comprises Mr. Fan Wing Ting, Ms. Chen Xingyi, Mr. Kevin Trantallis, Mr. Fong Yat Ming and Ms. Fan Tammy as the Executive Directors, and Mr. Yu Chun Kau, Mr. Cheung Chun Yue, Anthony and Mr. Ng Kam Tsun as the Independent Non-executive Directors.