

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)

SHAREHOLDERS COMMUNICATION POLICY (THIS “POLICY”)

*(Adopted by the Company pursuant to a resolution passed by the Board
at its meeting held on 17 December 2019)*

1. Purpose

- 1.1 This Policy aims to set out the provisions with the objective of ensuring that the shareholders of Forward Fashion (International) Holdings Company Limited (the “**Company**”), both individual and institutional (collectively, the “**Shareholders**”), and, in appropriate circumstances, the investment community at large, are timely provided with complete, equal and understandable information about the Company (including its financial performance, strategic goals and plans, material developments, governance and risk profile), in order to enable the Shareholders to exercise their rights in an informed manner, and to enhance the communication among the Shareholders, the investment community and the Company.
- 1.2 For the purpose of this Policy, references to the investment community include the Company’s potential investors as well as analysts who report and analyze the Company’s performance.

2. General Policy

- 2.1 The Board of Directors (the “**Board**”) shall maintain an on-going dialogue with the Shareholders and the investment community, and will regularly review this Policy to ensure its effectiveness.
- 2.2 Information shall be communicated to the Shareholders and the investment community mainly through:
 - (a) disclosures to the market submitted to The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) which are uploaded onto the Stock Exchange’s website at www.hkexnews.hk (the “**HKEx News website**”);
 - (b) such disclosures on the Company’s website at www.forward-fashion.com;
 - (c) the Company’s financial reports including interim reports and annual reports; and
 - (d) annual general meetings and other general meetings.

2.3 Effective and timely dissemination of information to the Shareholders and the investment community shall be ensured at all times.

3. Communication Strategies

Shareholders' Enquiries

3.1 Shareholders shall direct their questions about their shareholdings to the Company's Hong Kong branch share registrar, Tricor Investor Services Limited ("**Hong Kong Branch Share Registrar**") at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong.

3.2 Shareholders and the investment community may at any time make a request for the information published by the Company.

*Corporate Communication**

3.3 Corporate communication shall be provided to the Shareholders in plain language and in both English and Chinese versions to facilitate the Shareholders' understanding.

Shareholders shall have the right to choose the languages (either English and/or Chinese) or means of receipt of the corporate communication (in hard copy or through electronic means).

3.4 Shareholders are encouraged to provide, amongst other things, in particular, their email addresses to the Company through the Hong Kong Branch Share Registrar in order to ensure the receipt of the information published by the Company in a timely manner.

Corporate Website

3.5 A dedicated "Investor Relations" section is available on the Company's website at **www.forward-fashion.com**. Information on the Company's website is updated on a regular basis.

3.6 Information uploaded by the Company to the HKEx News website is also posted on the Company's website. Such information includes financial reports announcements, results announcements, circulars and notices of general meetings and other documents, etc..

Shareholders' General Meetings

3.7 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at meetings for and on their behalf if they are unable to attend the meetings.

- 3.8 Appropriate arrangements for the annual general meetings will be in place to encourage Shareholders' participation.
- 3.9 The process of the Company's general meeting shall be monitored and reviewed on a regular basis, and, if necessary, changes shall be made to ensure that Shareholders' needs are best served.
- 3.10 Board members, in particular, the chairman of the Board, the chairpersons of Board committees or their delegates, appropriate management executives and external auditors will attend annual general meetings to answer the Shareholders' questions.

Investment Market Communications

- 3.11 The Company, depending on its needs, may arrange investor/analysts briefings and group/one-on-one meetings, roadshows (both domestic and international) and media interviews, and participate in marketing activities and forums for specialist, etc., in order to facilitate communication among the Company, Shareholders and the investment community.

4. Shareholder Privacy

- 4.1 The Company recognizes the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless required by law.

* Corporate Communication refers to any document issued or to be issued by the Company for the information or action of holders of any of its securities, including, but not limited to, the directors' report, annual accounts together with a copy of the auditor's report, interim report, notice of meeting, circular and proxy form.

NOTE: This document has been translated into Chinese. In case of discrepancies between the English version and Chinese version, the English version shall prevail.