

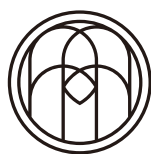
Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the prospectus dated 30 December 2019 (the “Prospectus”) issued by Forward Fashion (International) Holdings Company Limited (the “Company”).

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This announcement is made pursuant to section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong).

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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)

**END OF STABILISATION PERIOD, STABILISING ACTIONS AND
LAPSE OF OVER-ALLOTMENT OPTION**

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END OF STABILISATION PERIOD

The Company announces that the stabilisation period in connection with the Global Offering ended on Sunday, 2 February 2020, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering.

STABILISING ACTIONS AND LAPSE OF OVER-ALLOTMENT OPTION

The Joint Global Coordinators confirmed to the Company that there was no over-allocation in the International Placing. Therefore, the Joint Global Coordinators (for themselves and on behalf of the International Underwriters) did not exercise the Over-allotment Option and no stabilising action was carried out in relation to the Global Offering during the stabilisation period.

The Over-allotment Option lapsed on Sunday, 2 February 2020, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering. Accordingly, no Share was or will be issued under the Over-allotment Option.

PUBLIC FLOAT

The Directors confirm that the Company will continue to comply with the public float requirement under Rule 8.08(1)(a) of the Listing Rules whereby at least 25% of the Company's total number of issued Shares must at all times be held by the public.

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

Hong Kong, 3 February 2020

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. Chau Kwok Keung, Mr. Yu Chun Kau and Mr. Cheung Chun Yue, Anthony as the independent non-executive Directors.

This announcement is available for viewing on the website of the Company at www.forward-fashion.com and the website of the Stock Exchange at www.hkexnews.hk.