

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

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 the potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and the information currently available to the Board, the Group is expected to have an improvement in its financial results by recording a net loss of approximately HK\$7 million for the six months ended 30 June 2023 as compared with the net loss of HK\$22.7 million for the six months ended 30 June 2022.

The Board is of the view that the results improvement is mainly attributable to the Group’s business resumption and stabilisation after the easing of the novel coronavirus (COVID-19) pandemic as well as strict cost control. The Group has closely monitored the market conditions and adjusted its business strategies and operations. The Group’s prompt action in closing down loss-making stores also contributed to the results improvement.

The Group’s entire staff force has been working at their full stretch. Although it will take time for the overall recovery of the market and rebounds in consumer confidence, the management of the Company remains optimistic and proactive in coping with the cyclical market adjustments, and has full confidence in its future development.

The information contained in this announcement is only based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and the information currently available to the Board, which are subject to finalisation and necessary adjustments and have not been confirmed or reviewed by the audit committee of the Group. Therefore, the actual consolidated results of the Group for the six months ended 30 June 2023, which are expected to be released at the end of August 2023, 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, 15 August 2023

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 Executive Directors, and Mr. Yu Chun Kau, Mr. Ng Kam Tsun and Mr. Sze Irons as Independent Non-executive Directors.