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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)**

**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**”) is pleased 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 2025 and the information currently available to the Board, the Group expects to record a net profit of not less than HK\$7 million for the six months ended 30 June 2025 as compared with the net loss of approximately HK\$54.7 million for the six months ended 30 June 2024.

The Board believes that the substantial improvement in the Group’s financial results stems primarily from closing underperforming stores and adopting stringent cost control measures. The retail industry remains highly challenging, and the Group has been closely monitoring market trends to adjust its business approaches and operational activities accordingly. The Group will continue to track market developments and adapt its strategies to align with evolving economic conditions.

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 2025 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 Company's Auditor or the Audit Committee of the Board. Therefore, the actual consolidated results of the Group for the six months ended 30 June 2025, which are expected to be released at the end of August 2025, 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, 21 August 2025

*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. Ng Kam Tsun and Mr. Sze Irons as the Independent Non-executive Directors.*