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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**”) 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 twelve months ended 31 December 2025 and the information currently available to the Board, the Group expects to record a net profit of not less than HK\$50 million for the twelve months ended 31 December 2025 as compared with the net loss of HK\$85.1 million for the twelve months ended 31 December 2024.

The Board is of the view that the substantial improvement in the Group’s financial results for the year ended 31 December 2025 is mainly attributable to (1) the closure of underperforming stores; (2) the adoption of tighter cost-control measures; and (3) the refinement and strengthening of the Group’s day-to-day operations over the past few years, which have collectively contributed to the achievement of improved overall results.

The retail environment remains highly challenging. However, the Group has remained vigilant to market developments and has promptly adjusted its approach and operations where necessary. Looking ahead, the Group will continue to closely monitor market trends and stands ready to further refine its strategy to maintain resilience and respond effectively.

The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group twelve months ended 31 December 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 Audit Committee of the Board. Therefore, the actual consolidated results of the Group for the twelve months ended 31 December 2025, which are expected to be released at the end of March 2026, 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, 27 March 2026

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.