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FORWARDFASHION
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 2026 and the information currently available to the Board, the Group is expected to record a net profit of not less than HK$35 million for the six months ended 30 June 2026 as compared with the net profit of HK$7.03 million for the six months ended 30 June 2025.

The Board believes the Group's improved performance is mainly attributable to a series of deliberate steps taken during the period ended 30 June 2026. These include the closure of underperforming stores, tighter cost control, ongoing store refresh and revamp programmes, and measures to enhance day-to-day operational efficiency. While the retail environment in Greater China (which includes Chinese Mainland, Hong Kong, Macau and Taiwan) remains challenging, the Group has closely monitored market developments and adjusted its business strategies and operations accordingly.

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 2026 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 six months ended 30 June 2026, which are expected to be released at the end of August 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, 24 August 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.