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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**”) 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 twelve months ended 31 December 2023 and the information currently available to the Board, the Group is expected to record a net loss of not more than HK\$20 million for the twelve months ended 31 December 2023 as compared with the net loss of HK\$36.5 million for the twelve months ended 31 December 2022.

The Board is of the view that the improvement in the financial performance of the Group and the reduction in the expected net loss for the financial year ended 31 December 2023 are mainly due to the increase in the Group’s revenue following better sales performance and the success in the Group’s stringent cost control. The Group has noted that the market has been gradually recovered after the easing of the novel coronavirus (COVID-19) pandemic, and customer consumption willingness has increased, marking a positive trend for the Group’s businesses. At the same time, the Group has remained vigilant in monitoring the market conditions and has proactively adapted its business strategies and operations accordingly in response to the market conditions.

The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group for the twelve months ended 31 December 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 Board. Therefore, the actual consolidated results of the Group for the twelve months ended 31 December 2023, which are expected to be released at the end of March 2024, 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, 29 February 2024

*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.*