Eternal Beauty Holdings Limited

穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6883)

UPDATE ON RESUMPTION PROGRESS AND THE COMPANY'S DEVELOPMENTS

This announcement is made by Eternal Beauty Holdings Limited (the "**Company**", and its subsidiaries, the "**Group**") pursuant to Rules 13.09 and 13.24A of the Listing Rules and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

References are made to the announcements made by the Company dated 16 March 2026, 17 March 2026, 4 May 2026, 12 June 2026 and 16 June 2026 in relation to the change of the Company's auditor, the suspension of trading, the resumption guidance issued by the Stock Exchange for the Company, and the update on resumption progress and the Company's developments (the "**Announcements**"). Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

UPDATE ON THE RESUMPTION PROGRESS

The Company has devised, and is proactively implementing, its resumption plan, with a target to satisfying the Resumption Guidance as soon as practicable subject to any further comments, queries or directions from the Stock Exchange. Specifically:

1. Independent forensic investigation

The Independent Committee was established by the Board to conduct the Investigation into the Matters, and has engaged Baker McKenzie as legal counsel to advise the Independent Committee. Baker McKenzie has been authorised to engage, and has engaged, Acclime as independent forensic accountant to conduct the Investigation. The Independent Committee has responded substantively to the Stock Exchange's enquiries in relation to the Investigation and has directed such further work to be undertaken as it considered appropriate.

The Stock Exchange has reviewed the Acclime Report and provided two rounds of comments. At the direction of the Independent Committee, Acclime has issued a revised draft to the Stock Exchange to address the first round of comments and is finalising a further revised draft with the Independent Committee for the Stock Exchange's further consideration as soon as possible.

The Company will publish the key findings of the Acclime Report as soon as practicable. The Company will also keep the market informed of any further material developments in relation to the Investigation.

2. Independent internal control review

At the direction of the Audit Committee, Acclime IC was engaged as independent internal control consultant to conduct the independent internal control review of the Group.

Acclime IC has prepared an internal control review report ("**Acclime IC Report**") which was submitted to the Stock Exchange for its comments. The Stock Exchange has reviewed the Acclime IC Report and raised further enquiries. At the direction of the Audit Committee, Acclime IC has since carried out additional internal control review work to address those enquiries and will issue a revised Acclime IC Report to the Stock Exchange for its further consideration as soon as possible.

The Company will publish the key findings of the Acclime IC Report as soon as practicable. The Company will also keep the market informed of any further material developments in relation to the internal control review.

The Company considers that substantial progress has been made under the Resumption Guidance, subject to the Stock Exchange's further review and any further comments, enquiries or directions it may have. The remaining stages of work under the resumption plan comprise (i) the finalisation and submission to the Stock Exchange of the further revised Acclime Report and the revised Acclime IC Report, together with the responses of the Independent Committee and the Audit Committee to the outstanding enquiries of the Stock Exchange; (ii) the addressing of any matters which the Stock Exchange considers to remain outstanding under the Resumption Guidance; (iii) the confirmation by the Stock Exchange that the Resumption Guidance has been fulfilled and the submission by the Company of its formal application for the resumption of trading in the Shares; and (iv) the publication of necessary announcements and the resumption of trading in the Shares. The Company will carry out each of these stages as soon as practicable and will make further announcement(s) as and when appropriate and in accordance with the requirements of the Listing Rules.

Save as disclosed in this announcement, there has been no material change to the resumption plan since the publication of the Company's last quarterly update.

THE COMPANY'S LATEST DEVELOPMENTS

The Group's business operations remain normal notwithstanding the trading suspension.

1. Collaboration with Several New Brands

As at the date of this announcement, the Group has obtained exclusive authorisations from new brands including L'ERBOLARIO, ANNICK GOUTAL, LONGCHAMP, Off-White, Marvin Labsolue and MINIMA to carry out exclusive distribution activities (certain new brands exclude travel retail channels) in Chinese Mainland, Hong Kong, and Macau, and has established long-term cooperative relationships with these brands. The cooperation covers perfumes, skincare, home fragrances and eyewear, further deepening the Group's product portfolio in the fragrance and lifestyle aesthetics sectors and leveraging the respective resource advantages of the parties for in-depth collaboration.

2. Perfume Box - Business Development

From June to August 2026, the Group's self-owned retail brand Perfume Box opened a new store in Joy City, Xidan, Beijing, with the theme of "Fireworks in the Old City, New Smell of Beijing". As of 31 August 2026, the total number of Perfume Box offline stores nationwide reached 12. Perfume Box continues to promote the strategy of "deep localisation, one store, one strategy", focusing on high-tier cities and steadily deepening its layout in core business districts.

In terms of operating performance, during the period from June to August 2026, the sales of offline stores of Perfume Box increased by 47% as compared to the period from March to May 2026, while the average transaction value per customer per store increased by 24%. During the same period, the sales of the Tmall flagship store of Perfume Box recorded a year-on-year increase of over 29%, continuing to rank first among multi-brand fragrance stores on the Taobao and Tmall platforms.

As an important strategic carrier of the Group's fragrance retail business, Perfume Box relies on the Group's brand resources and operational synergy advantages and has introduced more than 50 internationally renowned brands. Its products cover multiple categories such as commercial fragrances, high-end salon fragrances and home fragrances, and continues to improve its multi-brand and multi-scenario fragrance retail layout. The development of the Perfume Box has further expanded the Group's business boundaries and enhanced the Group's comprehensive capabilities in consumer reaching, membership operations and terminal retail. With a replicable and scalable business, Perfume Box is gradually becoming an important growth driver for the Group's retail business, providing support for the Group's expansion into key cities and core business districts, improvement of its self-operated retail system, and enhancement of long-term consumer value.

3. Santa Monica - Business Development

The Group's own brand Santa Monica has been rebranded with the concept of "Senses of Tomorrow" to comprehensively upgrade the brand's visual image and display image to create a modern life brand with scent, design and emotional memory as its core.

The business of the Santa Monica eyewear category has achieved significant progress. In July 2026, the Group signed an export cooperation agreement with a Vietnamese distributor, officially launching its entry into the Vietnamese eyewear market and promoting the brand's internationalization strategy. At the same time, Santa Monica secured the naming rights for the 2026 Shanghai "Santa Monica Cup" Optometry Master Competition. Under the theme of "Inherited Craftsmanship, Win the Future with Technology", this partnership perfectly embodies the brand's core mission of promoting professional precision and public eye health.

The perfume category centers on the core fragrance "ZEN OF TEA", capturing a sensory realm of "a breath of fresh, relaxing tea mist". Through differentiated experiential marketing, the brand seamlessly embeds its fragrance products into the universal emotional need for "relaxation", driving high-volume traffic across all channels. The brand takes fragrance as its core and extends to home fragrance, personal care, gift sets and life accessories to further improve the fragrance life product matrix.

4. Release of 2027 Group Strategy and China Olfactory Ecosystem White Paper

On 9 and 10 September 2026, the Group hosted a marketing conference themed "Rebuild and Renascence" in Suzhou, officially releasing the Group's 2027 strategy and the China Olfactory Ecosystem White Paper. In 2027, the Group's strategy will be upgraded from being a "China market leader" to a "global fragrance ecosystem co-creator". This strategy marks the Group's transition from brand management to becoming a global fragrance ecosystem co-creator, and from product operations to value operations. By participating in the construction of a new global fragrance order under the theme of "Global Layout, Defined by China", the Group aims to drive the industry from mere category growth toward the establishment of an olfactory ecosystem.

The China Olfactory Ecosystem White Paper marks the seventh consecutive year that the Group has published an industry white paper, which, from this year onward, has been fully upgraded from the "Fragrance White Paper" to the "Olfactory Ecosystem White Paper". The research perspective has expanded from bottled perfumes and home fragrances to industrial systems, consumer insights, olfactory science, public psychological value, and cross-industry lifestyle scenarios. From this elevated perspective, the Group is committed to working with industry partners to co-create a more vibrant and imaginative China olfactory ecosystem. The marketing conference brought together over 800 guests, including business partners, media, key opinion leaders (KOLs), representatives from universities and hospitals, and international brand partners.

At the White Paper launch event, an industry-academia-research strategic cooperation agreement was entered into between the Group and Shanghai Institute of Technology to establish the "Aromatic Materials Innovation Research Center". Both parties will systematically study, at both theoretical and practical levels, the relationship between fragrance and physical and mental health, emotional regulation, and psychological healing, so as to provide scientific evidence and technical support for the development of functional products and accelerate the translation of research outcomes into industrial applications. The research findings will also empower the Group's cross-sector cooperation in fashion, lifestyle aesthetics, and other fields, establish a verifiable scientific basis for the emotional value of fragrance, and drive the industry from "pleasant-smelling" to "useful". This further consolidates the Group's leading position as an "ecosystem enabler" and "value operator" in China's fragrance industry, demonstrates its deep empowerment of business partners and industry influence, and injects new momentum into the scientific and ecosystem-oriented development of the industry.

Furthermore, the Group's NOSE IDEA 2026 Annual Olfactory Art Exhibition, themed "The Narrative of Time: Reconstituting Olfaction", has completed its grand opening at Zhang Yuan, Shanghai, running from 8 September 2026 to 12 October 2026. Utilising "Past, Present, and Future" as its narrative structure, the exhibition explores the profound relationship between olfaction, urban culture, public spaces, and daily life.

5. Brand exclusive authorisations and distribution activities

The Group officially launched a celebrity endorsement campaign in the China market for its exclusively authorised brand, Ferragamo fragrance. Driven by the implementation of this campaign and further channel expansion, Ferragamo fragrance business achieved significant growth from May to August 2026. During this period, revenue from the Ferragamo brand surged by 191.2% year-on-year. Concurrently, sales volume increased by 80.3%, while retail sales value grew by 93.0%. Following the official celebrity announcement, star-related topics generated over 270 million exposures across the entire network. On the launch day, Ferragamo fragrance ranked first in brand search on Xiaohongshu (RED) and topped the Weibo's Star Product Influence Chart.

This celebrity endorsement project marks an important milestone for the Group's fragrance business. Through the synergy of "celebrity endorsement + full-platform content + e-commerce conversion + strong offline exposure", Ferragamo fragrance's brand positioning in terms of youthfulness, premiumisation, and emotional expression has been significantly enhanced. Concurrently, the Group's comprehensive capabilities in consumer outreach, membership operations, and terminal retailing have been further elevated.

6. AromeManpo - Dual Domestic and Global Roll-Out Unlocks New Growth Horizons

Following the Group's strategic investment in Brightday and Dream (the holding company of AromeManpo), the brand leveraged the Group's channel network and global operational capabilities to deliver a string of landmark overseas initiatives. A one month pop up store was launched at John Bell & Croyden (JBC) in London in July, and the brand officially entered 51 Sephora physical stores across China in August, achieving dual breakthroughs in overseas market exposure and large scale penetration into premium domestic retail channels.

These moves carry substantial strategic value for the Group. The investee's fast track cross border channel execution validates the Group's thesis of backing high potential home grown beauty brands and diversifies its brand portfolio. Drawing on the Group's deep rooted global and domestic retail expertise, the collaboration enables tri party synergy across capital, channels and brands. It creates a replicable blueprint for incubating and empowering local brands, nurtures new revenue growth drivers, and accelerates the Group's strategic evolution toward brand value co creation.

The Company will continue to inform the market of all material information for its shareholders and other investors to appraise its position on an ongoing basis.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange has been suspended with effect from 9:00 a.m. on Tuesday, 17 March 2026. Trading in the shares of the Company remains suspended pending the Stock Exchange's satisfaction that the Resumption Guidance has been fulfilled. The Company will make further announcement(s) as and when appropriate.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Eternal Beauty Holdings Limited
Lau Kui Wing
Chairman of the Board

Hong Kong, 16 September 2026

As at the date of this announcement, the Board comprises: (i) Mr. Lau Kui Wing, Ms. Lam King, Ms. Lau Wing Yin and Mr. Chu Wai Tsun, Baggio as executive Directors; (ii) Mr. Lau Andy Wing Hang as non-executive Director; and (iii) Mr. Lee Cheuk Yin Dannis, Mr. Nagy Guillaume Nicolas Sébastien and Ms. Chan Soh Cheng as independent non-executive Directors.