

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Eternal Beauty Holdings Limited

穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6883)

VOLUNTARY ANNOUNCEMENT ESTABLISHMENT OF COOPERATION WITH CULTI

This announcement is made on a voluntary basis by Eternal Beauty Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**"), and is intended to provide the shareholders and potential investors of the Company with an updated business development of the Group.

ESTABLISHMENT OF COOPERATION WITH CULTI

The Board of Directors of the Company (the "**Board**") is pleased to announce that since January 1, 2026, the Group has commenced the cooperation with CULTI 库俐缇 ("**CULTI**"), an Italian luxury fragrance brand. Through this cooperation, the Group has obtained the exclusive distribution rights of CULTI's products in the Chinese mainland, Hong Kong and Macau markets, and is responsible for implementing customized market entry and expansion strategies for the brand.

ABOUT CULTI

CULTI is a brand owned by the Italian company CULTI Milano S.p.A. The brand specializes in flameless fragrance, positioning itself in the premium lifestyle segment. It offers a complete aromatic experience spanning Italian home fragrances, car diffusers, personal care products and perfumes. CULTI aims to cultivate a "culture of home", artfully blending art and nature. This approach aligns seamlessly with the market's growing demand for "emotional well-being" and "value resonance".

REASONS FOR AND BENEFITS OF COOPERATION

This cooperation aims to strengthen the Group's high-end fragrance distribution network in China, enhance its market share in the home fragrance segment, expand the price-range coverage of its brand portfolio, capture the double-digit growth potential of the Chinese fragrance market, and inject sustainable business momentum into the Group.

Shareholders and potential investors of the Company are hereby advised that this announcement is made as a voluntary announcement to inform the public of the latest business development of the Company. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Company's securities.

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

Hong Kong, January 6, 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 and (ii) Mr. Tao Chi Keung, Mr. Nagy Guillaume Nicolas Sébastien and Ms. Chan Soh Cheng as independent non-executive directors.