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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 March 16, 2026, March 17, 2026, May 4, 2026 and June 12, 2026 and the circular dated May 26, 2026 in relation to the change of the Company’s auditor, the suspension of trading and the resumption guidance issued by the Stock Exchange for the Company (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 view to satisfying the Resumption Guidance as soon as practicable. Specifically:

1. *Independent forensic investigation*

The Company’s Independent Investigation Committee (the “**Independent Committee**”) has engaged Messrs. Baker & McKenzie (“**Baker McKenzie**”) as legal counsel to advise the Independent Committee. Baker McKenzie has been authorised to appoint Acclime Corporate Advisory (Hong Kong) Limited (“**Acclime**”) as independent forensic accountants to conduct the Investigation.

The Independent Committee has considered Acclime’s independence, credentials, qualification, experience and resources:

- The Independent Committee has considered and assessed the appointment of Acclime as the independent investigator and confirms that Acclime is independent and suitably qualified, experienced, and resourced to carry out the Investigation.
- The Independent Committee has assessed and confirmed that Acclime is independent of the Company, its directors and management as well as other parties involved in the Matters.
- The Independent Committee is also satisfied that Acclime possesses appropriate expertise and experience in conducting independent forensic and investigative work of audit issues raised by auditors of Hong Kong listed companies.
- The Independent Committee is satisfied that Acclime has sufficient manpower and resources to conduct the Investigation thoroughly, independently and in a timely manner in accordance with the scope of investigation.

As of the date of this announcement, Acclime has issued an independent forensic accountant’s report (the “**Acclime Report**”), which has been submitted to the Stock Exchange for review.

2. *Independent internal control review*

The Audit Committee has engaged Acclime Consulting (Hong Kong) Limited (“**Acclime IC**”) as its independent internal control consultant to conduct an independent internal control review of the Company. Acclime IC is finalising its report and aims to issue a report as soon as possible.

THE COMPANY’S LATEST DEVELOPMENTS

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

1. *Expansion of Distribution Channels*

To further expand market coverage and reach high-net-worth customers, the Group has officially included hotels as a distribution channel. In May 2026, the Group obtained exclusive distribution rights for the hotel amenities line of the Italian brand ACCA KAPPA across multiple hotels in Chinese Mainland, Hong Kong, and Macau. The expansion into hotels as a distributional channel signifies a further broadening of the Group’s offline sales network, which helps enhance product exposure and customer experience, and strengthens market competitiveness.

2. *Collaboration with Several New Brands*

From January 2026 to the date of this announcement, the Group has obtained exclusive authorisations from brands including CULTI, CARRIERE FRERES, ZEGNA, and Agnès b to carry out exclusive distribution activities in Chinese Mainland, Hong Kong, and Macau, and has established long-term cooperative relationships with these brands. The cooperation covers home fragrances and perfumes, further deepening our product portfolio in the lifestyle aesthetics sector and leveraging the respective resource advantages of the parties for in-depth collaboration.

3. *PERFUME BOX Store Expansion and Operational Achievements*

The Group's proprietary retail brand PERFUME BOX opened four new themed stores in Beijing, Shanghai, Shenzhen, and Chengdu between April and May, 2026, bringing the total number of stores nationwide to 12, forming a diversified business format of "independent stores in shopping malls + pop-up spaces". The new stores are themed "Cozy Scent House", "Four Winds Scent House", "Riverside Fragrance Box" and "Muse Fragrance Box", respectively, integrating local culture, curated retail concepts and interactive experiences. PERFUME BOX implements the strategy of "hyper-localization and one store, one strategy", focusing on high-tier cities and continuously expanding its coverage of core business districts. The average transaction value (ATV) of the PERFUME BOX for the five months ended May 31, 2026 increased by 10% compared with the preceding five-month period from August 1, 2025 to December 31, 2025. For the four months ended April 30, 2026, the PERFUME BOX Tmall Flagship Store ranked No.1 among all comprehensive perfume stores on the Taobao & Tmall ecosystem.

Leveraging on the Group's brand resources, PERFUME BOX has introduced more than 50 internationally renowned brands, covering commercial fragrances, premium salon fragrances, and home fragrances, building a cross-scenario closed-loop olfactory lifestyle ecosystem to meet multi-level consumer demands. Currently, PERFUME BOX has become a key growth driver for the Group. It features strong scalability for rapid rollout across more cities and continuously reinforces its self-operated retail moat to enhance user retention and deliver long-term value conversion.

4. *Continuous Enhancement of Industry Influence*

(1) Participation Achievements at China Beauty Expo

The 30th China Beauty Expo ("CBE") was held in Shanghai from May 12 to 14, 2026. As a leading enterprise in the perfume and fragrance sector that has participated in the CBE for five consecutive years, the Group steadily advanced brand presentation, product innovation, and industry empowerment, with all business operations proceeding in an orderly manner. Our Chief Executive Officer, Ms. Lam King, has served as Vice Chairman of the CBE Brand Alliance for several consecutive terms and continues in this role this year.

During the exhibition, our Group showcased 47 of its brands, including 6 brands making their CBE debut, and 14 new products launched this year. Several brands and products received prestigious industry awards, demonstrating our comprehensive brand portfolio and robust product competitiveness. In addition, the Group collaborated with a university to present technological achievements relating to fragrance emotion-detection and explore the scientific development direction of the industry through a collaborative industry-academia-research model. The Group also launched scenario-based fragrance operation solutions for our channel partners, effectively improving operational efficiency and deepening industrial collaboration. These efforts further consolidate our Group's leading position as an "ecosystem enabler" and "value operator" in China's fragrance industry, highlighting its deep empowerment of business partners and its industry influence.

(2) Participation in Esxence Perfume Art Exhibition as an Official Partner

At the invitation of the organisers of the 16th Esxence Perfume Art Exhibition, the Group participated in this international event as an official partner in Milan, Italy from June 3 to 6, 2026. The Group also invited various organisations, including Invest Hong Kong, the Hong Kong Productivity Council, along with NGO the Loops Hong Kong and ESG professional to jointly contribute market-entry information during the sharing sessions, helping international fragrance brands use Hong Kong as a springboard to expand into the Chinese market. During the exhibition, the Group launched a special project entitled “The Eternal Path to China”, releasing the “Blueprint for Expanding into the Chinese Market” through seminars, industry sharing sessions, and one-on-one professional consultations. These endeavours helped international brands gain in-depth insights into the Chinese market and roll out their Chinese Mainland business layouts, drawing extensive attention from numerous international brands. The Group is honored to have facilitated this event with the aforementioned Hong Kong institutions and will continue to leverage resources from all sectors in Hong Kong to consolidate Hong Kong’s role as a springboard for the global fragrance industry to access the Greater China market, facilitating industry players to seize development opportunities in China.

5. *Investment in AromeManpo*

As of the date of this announcement, all closing conditions under the relevant investment agreement entered into between 穎通（中國）國際貿易有限責任公司 (Eternal (China) International Trading Co., Ltd.*), a wholly-owned subsidiary of the Company, and 杭州白晝與夢生物科技有限公司 (Brightday and Dream Biotechnology Co., Ltd.*) (“**Brightday and Dream**”) have been satisfied. The total consideration of RMB97,500,000 was remitted to the designated bank account of Brightday and Dream.

Brightday and Dream principally engaged in the operation of the aromatherapy efficacy skincare, personal care and fragrance brand “AromeManpo” (“**AromeManpo**”), as well as the research, development and sales of products under the brand. This investment is expected to generate synergies with the Group’s existing skincare and personal care businesses in terms of channel resources and brand portfolio, helping optimise the Group’s business structure, enrich its product offerings and diversify its revenue streams.

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, March 17, 2026 and will remain suspended until satisfaction of the Resumption Guidance. 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, June 16, 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.

** For identification purpose only*