THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt about this circular or as to the action to be taken, you should consult your licensed securities dealer, registered institution in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in **Eternal Beauty Holdings Limited**, you should at once hand this circular and the enclosed form of proxy to the purchaser or the transferee or to the bank, licensed securities dealer, registered institution in securities, or other agent through whom the sale or transfer was effected for transmission to the purchaser or the transferee.

Eternal Beauty Holdings Limited
穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6883)

PROPOSED RE-ELECTION OF DIRECTORS; PROPOSED RE-APPOINTMENT OF AUDITOR; PROPOSED GRANTING OF GENERAL MANDATE TO BUY BACK SHARES; PROPOSED GRANTING OF GENERAL MANDATE TO ISSUE SHARES; PROPOSED GRANTING OF EXTENSION MANDATE; DECLARATION OF FINAL DIVIDEND; AND NOTICE OF ANNUAL GENERAL MEETING

A notice convening the annual general meeting of Eternal Beauty Holdings Limited to be held at 24/F, Admiralty Centre I, 18 Harcourt Road, Hong Kong on Tuesday, 25 August 2026 at 10:00 a.m. is set out in this circular. Whether or not you are able to attend such meeting, you are requested to complete and sign the accompanying form of proxy in accordance with the instructions printed thereon and return it, together with the power of attorney or other authority (if any) under which it is signed or a certified copy of the power of attorney or authority, to the Company's Hong Kong branch share registrar, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, as soon as possible and in any event not less than 48 hours before the time appointed for holding such meeting (i.e. not later than 10:00 a.m. on Sunday, 23 August 2026) or any adjourned or postponed meeting thereof (as the case may be).

Completion and return of the form of proxy will not preclude you from attending and voting in person at such meeting or any adjourned or postponed meeting thereof (as the case may be) should you so wish and in such event, the form of proxy shall be deemed to be revoked.

This circular together with the form of proxy are also published on the websites of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk and the Company at www.eternal.hk.

References to time and dates in this circular are to Hong Kong time and dates.

30 July 2026

CONTENTS

In this circular, the following expressions have the following meaning unless the context otherwise requires:

"Annual General Meeting"	the annual general meeting of the Company to be held at 24/F, Admiralty Centre I, 18 Harcourt Road, Hong Kong on Tuesday, 25 August 2026 at 10:00 a.m., the notice of which is set out on pages AGM-1 to AGM-5 of this circular, or any adjournment or postponed meeting thereof;
"Articles of Association"	the articles of association of the Company as amended, restated, supplemented or modified from time to time;
"Audit Committee"	the audit committee of the Board;
"Board"	the board of Directors;
"Company"	Eternal Beauty Holdings Limited, an exempted company incorporated in the Cayman Islands with limited liability and the Shares of which are listed on the Main Board of the Stock Exchange (stock code: 6883);
"Director(s)"	director(s) of the Company;
"Extension Mandate"	a general and unconditional mandate proposed to be granted to the Directors to the effect that any Shares bought back by the Company pursuant to the Share Buy-back Mandate will be added to the total number of Shares which may be allotted and issued under the Issuance Mandate;
"Group"	the Company and its subsidiaries;
"HK$"	Hong Kong dollars, the lawful currency of Hong Kong;
"Hong Kong"	the Hong Kong Special Administrative Region of the People's Republic of China;
"Issuance Mandate"	a general and unconditional mandate proposed to be granted to the Directors to allot, issue or deal with additional Shares (including any sale or transfer of treasury shares out of treasury) of not exceeding 20% of the total number of issued Shares of the Company (excluding any treasury shares) as at the date of passing of the proposed ordinary resolution contained in item 6 of the notice of the Annual General Meeting;
"Latest Practicable Date"	22 July 2026, being the latest practicable date prior to the printing of this circular for ascertaining certain information in this circular;

"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange as amended from time to time;
"Memorandum and Articles of Association"	the memorandum and articles of association of the Company currently in force;
"Nomination Committee"	the nomination committee of the Board;
"Record Date"	Tuesday, 15 September 2026, being the record date for determining entitlements of the Shareholders to the proposed final dividend;
"Remuneration Committee"	the remuneration committee of the Board;
"RSM"	RSM Hong Kong;
"Share(s)"	ordinary share(s) of par value of HK$0.001 each in the share capital of the Company;
"Share Buy-back Mandate"	a general and unconditional mandate proposed to be granted to the Directors to buy back Shares on the Stock Exchange of not exceeding 10% of the total number of issued Shares of the Company (excluding treasury shares) as at the date of passing of the proposed ordinary resolution contained in item 5 of the notice of the Annual General Meeting;
"Shareholder(s)"	the holder(s) of Share(s);
"Stock Exchange"	The Stock Exchange of Hong Kong Limited;
"Takeovers Code"	The Code on Takeovers and Mergers approved by the Securities and Futures Commission as amended from time to time;
"treasury shares"	has the meaning ascribed to it under the Listing Rules; and
"%"	per cent.

Eternal Beauty Holdings Limited
穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6883)

Executive Directors:
Mr. Lau Kui Wing *(Chairman)*
Ms. Lam King *(Chief Executive Officer)*
Ms. Lau Wing Yin
Mr. Chu Wai Tsun, Baggio *(Chief Financial Officer)*

Non-executive Director:
Mr. Lau Andy Wing Hang

Independent Non-executive Directors:
Mr. Lee Cheuk Yin Dannis
Mr. Nagy Guillaume Nicolas Sébastien
Ms. Chan Soh Cheng

Registered office:
Cricket Square
Hutchins Drive
P.O. Box 2681
Grand Cayman KY1-1111
Cayman Islands

Headquarter and principal place of business in Hong Kong:
22/F, Enterprise Square Two
No. 3 Sheung Yuet Road
Kowloon, Hong Kong

30 July 2026

To the Shareholders

Dear Sir or Madam,

PROPOSED RE-ELECTION OF DIRECTORS;
PROPOSED RE-APPOINTMENT OF AUDITOR;
PROPOSED GRANTING OF GENERAL MANDATE TO BUY BACK SHARES;
PROPOSED GRANTING OF GENERAL MANDATE TO ISSUE SHARES;
PROPOSED GRANTING OF EXTENSION MANDATE;
DECLARATION OF FINAL DIVIDEND;
AND
NOTICE OF ANNUAL GENERAL MEETING

1. INTRODUCTION

The purpose of this circular is to provide you with all the information in respect of certain resolutions to be proposed at the Annual General Meeting.

2. PROPOSED RE-ELECTION OF DIRECTORS

In accordance with Article 84(1) of the Articles of Association, Ms. Lam King and Ms. Lau Wing Yin shall retire at the Annual General Meeting. In addition, Mr. Lau Andy Wing Hang and Mr. Lee Cheuk Yin Dannis who have been appointed by the Board on 23 March 2026 shall hold office until the Annual General Meeting pursuant to Article 83(3) of the Articles of Association. All of the above Directors, being eligible, will offer themselves for re-election at the Annual General Meeting.

The Nomination Committee has reviewed the structure and composition of the Board, the confirmations and disclosures given by the Directors, the qualifications, skills and experience, time commitment and contribution of the retiring Directors with reference to the nomination principles and criteria set out in the Company's board diversity policy and director nomination policy and the Company's corporate strategy, and the independence of all independent non-executive Directors. The Nomination Committee has recommended to the Board on the re-election of the aforementioned retiring Directors. Mr. Lee Cheuk Yin Dannis, independent non-executive Director, has confirmed his independence with reference to the factors set out in Rule 3.13 of the Listing Rules. The Company considers that Mr. Lee Cheuk Yin Dannis is independent in accordance with the independence guidelines set out in the Listing Rules and will continue to bring valuable business experience, knowledge and professionalism to the Board for its efficient and effective functioning and diversity.

Details of the Directors proposed for re-election at the Annual General Meeting are set out in Appendix I to this circular.

3. PROPOSED RE-APPOINTMENT OF AUDITOR

An ordinary resolution will be proposed at the Annual General Meeting to re-appoint RSM as the auditor of the Company to hold office until the next annual general meeting of the Company, and to authorize the Board to fix its remuneration.

The appointment of the auditor of the Company has been reviewed by the Audit Committee which made recommendation to the Board. The estimated audit fee in relation to annual audit agreed with the auditor would be in the range of HK$1,900,000 to HK$2,050,000 (exclusive of any out-of-pocket expenses), which is determined by the Board and the Audit Committee with reference to the market rates, scope of work and audit timetable. As RSM is relatively familiar with the Group's financials and affairs, the Board considers that the estimated audit fee agreed with the auditor is a fair and reasonable estimation after due consideration, taking into account of the facts and circumstances known as at the Latest Practicable Date and the audit and other related work in respect of the Group for the year ending 31 March 2027 could be performed more efficiently by RSM, which is in the best interests of the Company and the Shareholders as a whole.

4. PROPOSED GRANTING OF GENERAL MANDATE TO BUY BACK SHARES

In order to give the Company the flexibility to buy back Shares if and when appropriate, an ordinary resolution will be proposed at the Annual General Meeting to approve the granting of the Share Buy-back Mandate to the Directors to buy back Shares on the Stock Exchange of not exceeding 10% of the total number of issued Shares of the Company (excluding treasury shares) as at the date of passing of the proposed ordinary resolution contained in item 5 of the notice of the Annual General Meeting (i.e. a total of 135,800,000 Shares on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting).

An explanatory statement required by the Listing Rules to provide the Shareholders with requisite information reasonably necessary for them to make an informed decision on whether to vote for or against the granting of the Share Buy-back Mandate is set out in Appendix II to this circular.

5. PROPOSED GRANTING OF GENERAL MANDATE TO ISSUE SHARES

In order to give the Company the flexibility to issue Shares if and when appropriate, an ordinary resolution will be proposed at the Annual General Meeting to approve the granting of the Issuance Mandate to the Directors to allot, issue or deal with additional Shares (including any sale or transfer of treasury shares) of not exceeding 20% of the total number of issued Shares of the Company (excluding treasury shares) as at the date of passing of the proposed ordinary resolution contained in item 6 of the notice of the Annual General Meeting (i.e. a total of 271,600,000 Shares on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting).

6. PROPOSED GRANTING OF EXTENSION MANDATE

Subject to a separate approval of the ordinary resolution contained in item 7 of the notice of the Annual General Meeting, the number of Shares bought back by the Company under the ordinary resolution contained in item 5 of the notice of the Annual General Meeting will also be added to extend the 20% limit of the Issuance Mandate as mentioned in the ordinary resolution contained in item 6 of the notice of the Annual General Meeting, provided that such additional amount shall not exceed 10% of the total number of issued Shares of the Company (excluding treasury shares) as at the date of passing the resolutions in relation to the Issuance Mandate and the Share Buy-back Mandate.

7. FINAL DIVIDEND

As stated in the announcement issued by the Company dated 18 June 2026 relating to the annual results of the Group for the year ended 31 March 2026, the Board recommended the payment of a final dividend of HK6.0 cents per Share in respect of the year ended 31 March 2026 to Shareholders whose names appear on the register of members of the Company at the close of business on the Record Date. The proposed final dividend is subject to approval by the Shareholders at the Annual General Meeting. An ordinary resolution will be proposed to the Shareholders for voting at the Annual General Meeting. If the resolution for the proposed final dividend is passed at the Annual General Meeting, the proposed final dividend will be payable on Wednesday, 30 September 2026.

Subject to the approval by the Shareholders at the Annual General Meeting, in order to qualify for the proposed final dividend, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's Hong Kong branch share registrar and transfer office, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong for registration not later than 4:30 p.m. on Tuesday, 15 September 2026.

8. RESPONSIBILITY STATEMENT

This circular, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this circular is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this circular misleading.

9. ANNUAL GENERAL MEETING AND PROXY ARRANGEMENT

The notice convening the Annual General Meeting to be held at 10:00 a.m. on Tuesday, 25 August 2026 at 24/F, Admiralty Centre I, 18 Harcourt Road, Hong Kong for the purpose of considering and, if thought fit, passing the resolutions as stated therein is set out on pages AGM-1 to AGM-5 of this circular.

A form of proxy for use in connection with the Annual General Meeting is enclosed herewith and such form of proxy is also published on the websites of the Stock Exchange at www.hkexnews.hk and the Company at www.eternal.hk. Whether or not you are able to attend the meeting, you are requested to complete and return the enclosed form of proxy in accordance with the instructions printed thereon to the branch share registrar of the Company in Hong Kong, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong as soon as possible but in any event not less than 48 hours before the time appointed for the holding of the Annual General Meeting (i.e. not later than 10:00 a.m. on Sunday, 23 August 2026) or any adjourned or postponed meeting thereof. Completion and return of the form of proxy will not preclude you from attending and voting in person at the Annual General Meeting (or any adjourned or postponed meeting thereof) should you so wish and in such event, the form of proxy shall be deemed to be revoked.

10. VOTING AT THE ANNUAL GENERAL MEETING

Pursuant to Rule 13.39(4) of the Listing Rules, any vote of Shareholders at a general meeting must be taken by poll except where the chairman, in good faith, decides to allow a resolution which relates purely to a procedural or administrative matter to be voted on by a show of hands. Accordingly, all the resolutions proposed at the Annual General Meeting will be taken by way of poll. None of the Shareholders is required to abstain from voting at the Annual General Meeting pursuant to the Listing Rules and/or the Articles of Association.

An announcement on the poll results will be made by the Company after the Annual General Meeting on websites of the Stock Exchange at www.hkexnews.hk and the Company at www.eternal.hk in due course.

11. CLOSURE OF REGISTER OF MEMBERS

For the purpose of determining the Shareholders' eligibility to attend and vote at the Annual General Meeting, the register of members of the Company will be closed from Thursday, 20 August 2026 to Tuesday, 25 August 2026, both days inclusive, during which period no transfer of Shares will be registered. In order to qualify for attending and voting at the Annual General Meeting, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's Hong Kong branch share registrar and transfer office, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong for registration not later than 4:30 p.m. on Wednesday, 19 August 2026.

12. RECOMMENDATION

The Directors consider that the proposed re-election of Directors, re-appointment of auditor, granting of the Share Buy-back Mandate, the Issuance Mandate and the Extension Mandate, and the declaration of final dividend are in the best interests of the Company and the Shareholders. Accordingly, the Directors recommend the Shareholders to vote in favour of all the resolutions to be proposed at the Annual General Meeting.

13. 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 and will remain suspended until further notice. The Company will make further announcement(s) as and when appropriate.

Yours faithfully,
For and on behalf of the Board
Eternal Beauty Holdings Limited
Lau Kui Wing
Chairman of the Board

The following are details of the Directors who will retire and being eligible, offer themselves for re-election at the Annual General Meeting.

(1) Ms. Lam King

Ms. Lam King (林荊) ("**Ms. Lam**"), aged 50, joined the Group since December 1999. She was appointed as a Director on 10 July 2024 and was re-designated as an executive Director on 12 July 2024. She is also the Chief Executive Officer of the Group and is primarily responsible for overall operational management of the Group. Ms. Lam is also a director of B & E China Holdings Limited, a joint venture company of the Group.

Since joining the Group, Ms. Lam has held various positions across different business divisions of the Group. From December 1999 to February 2005, she was a business administrator responsible for the Group's business administration. From March 2005 to September 2007, she was appointed as operation manager overseeing the overall operations in Mainland China. From October 2007 to February 2011, she served as brand development and management director of the Group overseeing all aspects of product lifecycle and product initiatives. She became vice president of the Group in March 2011 and then senior vice president of the Group in February 2018 overseeing the business in Hong Kong and Mainland China including internal operations and customer relations and spearheaded the development of the Group's back-end functions including supply chain management, digital transformation and digital marketing initiatives.

Ms. Lam has over 20 years of profound managerial experience in the Group and a comprehensive understanding of the perfume, skincare and cosmetics industries. She was the Brand Alliance vice chairperson of the 27th China Beauty Expo in 2023, the vice chairperson and endorsement officer of Online China Beauty Expo in 2022, the special strategic supporting enterprise representative of Chinese Cosmetics Retail Expo in 2021, and the Brand Alliance vice chairperson of the 26th China Beauty Expo in 2021.

Before joining the Group, from February 1997 to August 1999, Ms. Lam worked at Easewell Industrial Ltd., a household products manufacturer, as marketing and sales co-coordinator responsible for marketing and sales.

Ms. Lam obtained a Bachelor's degree of Arts in Business Studies from City University of Hong Kong in November 1998.

Ms. Lam has entered into a service contract with the Company for an initial term of three years commencing from 26 June 2025, subject to retirement by rotation and re-election in accordance with the Articles of Association and the Listing Rules, and is subject to termination as provided in the service contract. Pursuant to the service contract, Ms. Lam does not receive any director's fee with respect to her role as an executive Director. Ms. Lam is entitled to receive an annual salary of RMB2,021,000, along with a discretionary bonus and retirement benefits from a subsidiary of the Company for her executive roles, operational duties, and responsibilities within the Group. Ms. Lam's remuneration will be subject to annual review by the Remuneration Committee and the Board from time to time with reference to the Company's remuneration policy, the prevailing market level and her responsibilities and performance.

Save as disclosed above, as at the Latest Practicable Date, Ms. Lam (1) does not hold any directorship in other listed public companies in Hong Kong or overseas in the last three years, (2) does not have other major appointments and professional qualifications, (3) does not have any relationship with any Directors, senior management, other substantial or controlling shareholder (as defined in the Listing Rules) of the Company, and (4) does not hold any other positions with the Company or any of its subsidiaries.

As at the Latest Practicable Date, Ms. Lam is interested in 6,380,000 Shares within the meaning of Part XV of the SFO. Save as disclosed above, Ms. Lam does not have any other interests in the Shares within the meaning of Part XV of the SFO as at the Latest Practicable Date.

(2) Ms. Lau Wing Yin

Ms. Lau Wing Yin (劉穎賢) ("**Ms. Lau**"), aged 51, joined the Group in March 2004. She was appointed as a Director on 10 July 2024 and re-designated as an executive Director on 12 July 2024. She is primarily responsible for overall business development of the Group. Ms. Lau is also a director of certain of our subsidiaries. Ms. Lau is the daughter of Mr. Lau Kui Wing, the founder of the Group, chairman of the Board, and an executive Director and Ms. Chan Wai Chun, a controlling shareholder of the Company, and the sister of Mr. Lau Andy Wing Hang, a non-executive Director.

Ms. Lau brings over 20 years of industry experience to her role. After completing her overseas education, Ms. Lau served at Eagle Star Insurance Company Limited, a British insurance company under Zurich Financial Services, from August 2001 to March 2004 and was responsible for financial planning. Upon joining the Group in 2004, Ms. Lau has held various key positions within the organization, with a focus on the regional business in Hong Kong. Her marketing expertise and strategic vision elevated the performance of the marketing department, laying the groundwork for the Group's expanding brand portfolio. Ms. Lau then transitioned to the sales division, leveraging her deep understanding of consumer trends and market dynamics to spearhead business development initiatives that significantly bolstered our revenue streams. In recognition of her invaluable contributions, Ms. Lau was appointed as Vice President in 2020, overseeing the sales and operations in Hong Kong.

In addition to her business responsibilities, Ms. Lau has assumed the Chairmanship of the International Fragrance Foundation organized by the Group in Hong Kong and Macao. Furthermore, Ms. Lau has been appointed as the Caring Ambassador from March 2024 to February 2025, in recognition of her contribution in corporate community involvement programmes.

Ms. Lau obtained a Bachelor's degree of Arts from Macquarie University in Australia in September 2001.

Ms. Lau has entered into a service contract with the Company for an initial term of three years commencing from 26 June 2025, subject to retirement by rotation and re-election in accordance with the Articles of Association and the Listing Rules, and is subject to termination as provided in the service contract. Pursuant to the service contract, Ms. Lau does not receive any director's fee with respect to her role as an executive Director. Ms. Lau is entitled to receive an annual salary of RMB1,507,000, along with a discretionary bonus and retirement benefits from a subsidiary of the Company for her executive roles, operational duties, and responsibilities within the Group. Ms. Lau's remuneration will be subject to annual review by the Remuneration Committee and the Board from time to time with reference to the Company's remuneration policy, the prevailing market level and her responsibilities and performance.

Save as disclosed above, as at the Latest Practicable Date, Ms. Lau (1) does not hold any directorship in other listed public companies in Hong Kong or overseas in the last three years, (2) does not have other major appointments and professional qualifications, (3) does not have any relationship with any Directors, senior management, other substantial or controlling shareholder (as defined in the Listing Rules) of the Company, and (4) does not hold any other positions with the Company or any of its subsidiaries.

As at the Latest Practicable Date, Ms. Lau is interested in 3,189,000 Shares within the meaning of Part XV of the SFO. Save as disclosed above, Ms. Lau does not have any other interests in the Shares within the meaning of Part XV of the SFO as at the Latest Practicable Date.

(3) Mr. Lau Andy Wing Hang

Mr. Lau Andy Wing Hang (劉潁恆) ("**Mr. Lau**"), aged 49, was appointed as a non-executive Director on 23 March 2026. Mr. Lau is the son of Mr. Lau Kui Wing, the founder of the Group, chairman of the Board and an executive Director, and Ms. Chan Wai Chun, a controlling shareholder of the Company, and the brother of Ms. Lau Wing Yin, an executive Director.

Mr. Lau possesses over two decades of extensive experience in corporate strategy and general management. Prior to joining the Group, he worked at an international 4A advertising agency and The Hongkong and Shanghai Banking Corporation Limited between 2000 and 2005, where he accumulated solid expertise in brand planning, marketing and promotion, financial investment services, wealth management, and high-net-worth client relationship management. Mr. Lau joined the Group in May 2005. During his tenure from May 2005 to May 2020, he held several key management positions within the Group, including Business Development Manager, Chief Branding Officer, Vice President, and Executive Director. In these roles, he was comprehensively involved in and led the Group's strategic planning, business operations, and market expansion. Since May 2020, in order to focus on the rapid development and in-depth study of emerging business sectors, he transitioned to the role of non-executive director of Eternal Optical & Perfumery (Far East) Limited, a subsidiary of the Company, where he continues to provide strategic advice and guidance for the Group's long-term development.

Mr. Lau has been actively engaged in the Group's strategic planning, business operations, and market development for an extended period, demonstrating profound insights into corporate management and market trends. He also maintains a keen awareness of new emerging business fields.

Mr. Lau holds an Executive Master of Business Administration (EMBA) degree from The Hong Kong University of Science and Technology and a Bachelor of Business degree from the University of Technology, Sydney, with a double major in Finance and Marketing. To further integrate business theory with practice, he is currently pursuing a Doctor of Business Administration (DBA) degree at the China Europe International Business School (CEIBS) in Shanghai.

Mr. Lau has entered into a letter of appointment with the Company for an initial term of three years commencing from 23 March 2026, subject to retirement by rotation and re-election in accordance with the Articles of Association and the Listing Rules, and is subject to termination as provided in the letter of appointment. Pursuant to the letter of appointment, Mr. Lau does not receive any directors' fee with respect to his role as a non-executive Director. Mr. Lau is entitled to receive an annual salary of RMB981,521 from a subsidiary of the Company for his non-executive role. Mr. Lau's remuneration will be subject to annual review by the Remuneration Committee and the Board from time to time with reference to the Company's remuneration policy.

Save as disclosed above, as at the Latest Practicable Date, Mr. Lau (1) does not hold any directorship in other listed public companies in Hong Kong or overseas in the last three years, (2) does not have other major appointments and professional qualifications, (3) does not have any relationship with any Directors, senior management, other substantial or controlling shareholder (as defined in the Listing Rules) of the Company, and (4) does not hold any other positions with the Company or any of its subsidiaries.

As at the Latest Practicable Date, Mr. Lau is interested in 1,890,000 Shares within the meaning of Part XV of the SFO. Save as disclosed above, Mr. Lau does not have any other interests in the Shares within the meaning of Part XV of the SFO as at the Latest Practicable Date.

(4) Mr. Lee Cheuk Yin Dannis

Mr. Lee Cheuk Yin Dannis (李卓然) ("**Mr. Lee**"), aged 55, was appointed as an independent non-executive Director on 23 March 2026.

Mr. Lee possesses over 30 years of experience in accounting and auditing field. Mr. Lee was an executive director of AMVIG Holdings Limited (stock code: 2300) from March 2004 to March 2010 and AMCO United Holding Limited (stock code: 630) from October 2010 to October 2011. From September 2009 to September 2011, he was a non-executive director of Kam Hing International Holdings Limited (stock code: 2307). Mr. Lee was an independent non-executive director of Geely Automobile Holdings Limited (stock code: 175) from June 2002 to May 2022 and Luen Thai Holdings Limited (stock code: 311) from May 2023 to May 2026. Mr. Lee was the independent director of Gridsum Holding Inc. (NASDAQ: GSUM) from April 2019 to March 2021. Mr. Lee has been serving as the managing director of DLK Advisory Limited, a company engaged in financial advisory and investment consulting services since October 2009. Mr. Lee is an independent non-executive director and the chairman of audit committee of the board of a number of companies listed on the Stock Exchange, namely Tiangong International Company Limited (stock code: 826), CMBC Capital Holdings Limited (stock code: 1141), Cathay Group Holdings Inc. (stock code: 1981) and C&D Property Management Group Co., Ltd. (stock code: 2156).

Mr. Lee obtained a Bachelor of Business Administration from Texas A&M University, United States in August 1992 and has been a member of the American Institute of Certified Public Accountants since April 1995 and an associate member of the Hong Kong Institute of Certified Public Accountants since June 1996.

Mr. Lee has entered into a letter of appointment with the Company for an initial term of one year commencing from 23 March 2026, subject to retirement by rotation and re-election in accordance with the Articles of Association and the Listing Rules, and is subject to termination as provided in the letter of appointment. Pursuant to the letter of appointment and the supplemental letter thereto, Mr. Lee is entitled to receive a director's fee of HK$240,000 per annum which is determined with reference to his duties, responsibilities, the prevailing market conditions, and the recommendation from the Remuneration Committee. Mr. Lee's remuneration will be subject to annual review by the Remuneration Committee and the Board from time to time with reference to the Company's remuneration policy.

Save as disclosed above, as at the Latest Practicable Date, Mr. Lee (1) does not hold any directorship in other listed public companies in Hong Kong or overseas in the last three years, (2) does not have other major appointments and professional qualifications, (3) does not have any relationship with any Directors, senior management, other substantial or controlling shareholder (as defined in the Listing Rules) of the Company, and (4) does not hold any other positions with the Company or any of its subsidiaries.

As at the Latest Practicable Date, Mr. Lee is not interested or deemed to be interested in shares, underlying shares or debentures of the Company or its associated corporation pursuant to Part XV of the SFO.

Save as disclosed above, there is no other information in relation to each of Ms. Lam King, Ms. Lau Wing Yin, Mr. Lau Andy Wing Hang and Mr. Lee Cheuk Yin Dannis which is required to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to (v) of the Listing Rules and there are no other matters concerning each of them that need to be brought to the attention of the Shareholders.

The following is an explanatory statement required by the Listing Rules to provide the Shareholders with requisite information reasonably necessary for them to make an informed decision on whether to vote for or against the ordinary resolution to be proposed at the Annual General Meeting in relation to the granting of the Share Buy-back Mandate.

1. SHARE CAPITAL

As at the Latest Practicable Date, the issued share capital of the Company comprised 1,358,000,000 Shares and the Company does not have any treasury shares.

Subject to the passing of the ordinary resolution set out in item 5 of the notice of the Annual General Meeting in respect of the granting of the Share Buy-back Mandate and on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting, i.e. being 1,358,000,000 Shares, the Directors would be authorized under the Share Buy-back Mandate to buy back, during the period in which the Share Buy-back Mandate remains in force, a total of 135,800,000 Shares, representing 10% of the total number of Shares in issue (excluding treasury shares) as at the date of the Annual General Meeting.

2. REASONS FOR SHARE BUY-BACK

The Directors believe that the granting of the Share Buy-back Mandate is in the best interests of the Company and the Shareholders.

When exercising the Share Buy-back Mandate, the Directors may, subject to market conditions and the Company's capital management needs at the relevant time of the buy-backs, resolve to cancel the Shares bought back following settlement of any such buy-back or hold them as treasury shares. Shares bought back for cancellation may, depending on the market conditions and funding arrangements at the time, lead to an enhancement of the net asset value per Share and/or earnings per Share. On the other hand, Shares bought back and held by the Company as treasury shares may be resold on the market at market prices to raise funds for the Company, or transferred or used for other purposes, and subject to compliance with the Listing Rules, the Memorandum and Articles of Association, and the laws of the Cayman Islands, Share buy-backs will only be made when the Directors believe that such a buy-back will benefit the Company and the Shareholders.

3. FUNDING OF SHARE BUY-BACK

The Company may only apply funds legally available for share buy-back in accordance with its Memorandum and Articles of Association, the laws of the Cayman Islands and/or any other applicable laws, as the case may be.

4. IMPACT OF SHARE BUY-BACK

There might be a material adverse impact on the working capital or gearing position of the Company (as compared with the position disclosed in the audited accounts contained in the annual report of the Company for the year ended 31 March 2026) in the event that the Share Buy-back Mandate was to be carried out in full at any time during the proposed buy-back period. However, the Directors do not intend to exercise the Share Buy-back Mandate to such extent as would, in the circumstances, have a material adverse effect on the working capital requirements of the Company or the gearing levels which in the opinion of the Directors are from time to time appropriate for the Company.

5. MARKET PRICES OF SHARES

The highest and lowest prices per Share at which Shares have traded on the Stock Exchange during each of the previous 12 months up to and including the Latest Practicable Date were as follows:

Month	**Highest**	**Lowest**
	HK$	*HK$*
2025		
July	2.330	2.000
August	2.330	2.000
September	2.260	1.910
October	2.300	1.930
November	2.220	2.000
December	2.300	1.899
2026		
January	2.200	2.020
February	2.130	2.000
March	2.070	2.000
April	N/A	N/A
May	N/A	N/A
June	N/A	N/A
July *(up to the Latest Practicable Date)*	N/A	N/A

Note: Trading in the Shares on the Stock Exchange had been suspended since 17 March 2026.

6. GENERAL

To the best of their knowledge and having made all reasonable enquiries, none of the Directors nor any of their respective close associates (as defined in the Listing Rules) have any present intention to sell any Shares to the Company in the event that the granting of the Share Buy-back Mandate is approved by the Shareholders.

The Company has not been notified by any core connected persons (as defined in the Listing Rules) of the Company that they have a present intention to sell any Shares to the Company, or that they have undertaken not to sell any Shares held by them to the Company in the event that the granting of the Share Buy-back Mandate is approved by the Shareholders.

The Directors will exercise the power of the Company to buy back Shares pursuant to the Share Buy-back Mandate in accordance with the Listing Rules and the applicable laws of the Cayman Islands.

The Company has confirmed that neither the explanatory statement nor the proposed share buy-back has any unusual features.

7. TAKEOVERS CODE

If as a result of a buy-back of Shares pursuant to the Share Buy-back Mandate, a Shareholder's proportionate interest in the voting rights of the Company increases, such increase will be treated as an acquisition of voting rights for the purposes of the Takeovers Code. Accordingly, a Shareholder or a group of Shareholders acting in concert (within the meaning under the Takeovers Code), depending on the level of increase in the Shareholder's interest, could obtain or consolidate control of the Company and thereby become obliged to make a mandatory offer in accordance with Rule 26 of the Takeovers Code.

As at the Latest Practicable Date, to the best knowledge and belief of the Directors, Mr. Lau Kui Wing and Ms. Chan Wai Chun, being controlling shareholders of the Company, were interested in 1,000,697,000 Shares, representing approximately 73.69% of the issued voting Shares, and Eternal Beauty International Limited, being a controlling shareholder of the Company, was interested in 1,000,000,000 Shares, representing approximately 73.64% of the issued voting Shares. In the event that the Directors exercise the proposed Share Buy-back Mandate in full and assuming that there is no other change in the total number of issued Shares between the Latest Practicable Date and the date of Share buy-back, the shareholding of Mr. Lau Kui Wing and Ms. Chan Wai Chun would be increased to approximately 81.88% of the issued Shares and the shareholding of Eternal Beauty International Limited would be increased to approximately 81.82% of the issued Shares. Accordingly, the Directors are not aware of any consequences which may arise under the Takeovers Code as a result of any repurchases made under the proposed Share Buy-back Mandate and the Directors have no present intention to exercise the power to repurchase shares pursuant to the Share Buy-back Mandate to such extent that an obligation to make a mandatory offer under the Takeover Code may arise. In addition, the Company will not repurchase Shares to such extent as to result in the number of Shares held by the public being reduced to less than 25%.

8. SHARE BUY-BACK MADE BY THE COMPANY

During the 6 months prior to the Latest Practicable Date, the Company had not bought back any of the Shares (whether on the Stock Exchange or otherwise).

9. TREASURY SHARES

For any treasury shares of the Company deposited with CCASS pending resale on the Stock Exchange, the Company shall, upon approval by the Board, implement appropriate interim measures, which include (without limitation), (i) procuring its broker not to give any instructions to Hong Kong Securities Clearing Company Limited to vote at general meetings for the treasury shares deposited with CCASS; (ii) in the case of dividends or distributions (if any and where applicable), withdrawing the treasury shares from CCASS, and either re-register them in its own name as treasury shares or cancel them, in each case before the relevant record date for the dividends or distributions; and (iii) taking any other measures to ensure that it will not exercise any Shareholders' rights or receive any entitlements which would otherwise be suspended under the applicable laws and regulations if those Shares were registered in its own name as treasury shares.

Eternal Beauty Holdings Limited
穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6883)

NOTICE IS HEREBY GIVEN THAT the Annual General Meeting of Eternal Beauty Holdings Limited (the "**Company**") will be held at 24/F, Admiralty Centre I, 18 Harcourt Road, Hong Kong on Tuesday, 25 August 2026 at 10:00 a.m. for the following purposes:

1. To receive the audited consolidated financial statements and the reports of the directors and auditor for the year ended 31 March 2026.

2. To declare a final dividend of HK6.0 cents per share for the year ended 31 March 2026.

3. (a) To re-elect Ms. Lam King as an executive director of the Company.

   (b) To re-elect Ms. Lau Wing Yin as an executive director of the Company.

   (c) To re-elect Mr. Lau Andy Wing Hang as a non-executive director of the Company.

   (d) To re-elect Mr. Lee Cheuk Yin Dannis as an independent non-executive director of the Company.

   (e) To authorize the board of directors of the Company to fix the respective directors' remuneration.

4. To re-appoint RSM Hong Kong as the auditor of the Company and to authorize the board of directors of the Company to fix its remuneration.

5. To consider and, if thought fit, pass with or without amendments, the following resolution as an ordinary resolution:

   "**THAT:**

   (a) subject to compliance with the prevailing requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and paragraph (b) below, a general mandate be and is hereby generally and unconditionally given to the directors of the Company to exercise during the Relevant Period (as defined below) all the powers of the Company to buy-back its shares in accordance with all applicable laws, rules and regulations;

(b) the total number of shares of the Company to be bought back pursuant to the mandate in paragraph (a) above shall not exceed 10% of the total number of issued shares of the Company (excluding treasury shares) as at the date of passing of this resolution (subject to adjustment in the case of any consolidation or subdivision of shares of the Company after the date of passing of this resolution); and

(c) for the purposes of this resolution:

"Relevant Period" means the period from the passing of this resolution until whichever is the earliest of:

(i) the conclusion of the next annual general meeting of the Company;

(ii) the expiration of the period within which the next annual general meeting of the Company is required by the articles of association of the Company or any applicable laws to be held; and

(iii) the date on which the authority set out in this resolution is revoked or varied by an ordinary resolution of the shareholders in general meeting."

6. To consider and, if thought fit, pass with or without amendments, the following resolution as an ordinary resolution:

"**THAT:**

(a) subject to compliance with the prevailing requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and paragraph (b) below, a general mandate be and is hereby generally and unconditionally given to the directors of the Company to allot, issue and deal with additional shares in the capital of the Company (including any sale or transfer of treasury shares out of treasury) and to make or grant offers, agreements and options which might require the exercise of such powers during or after the end of the Relevant Period (as defined below) in accordance with all applicable laws, rules and regulations;

(b) the aggregate number of shares allotted or agreed conditionally or unconditionally to be allotted (including any sale or transfer of treasury shares out of treasury) by the directors pursuant to the mandate in paragraph (a) above, otherwise than pursuant to:

(i) a Rights Issue (as defined below);

(ii) the exercise of options under a share option scheme of the Company;

(iii) any scrip dividend scheme or similar arrangement providing for the allotment of shares in lieu of the whole or part of a dividend on shares of the Company in accordance with the articles of association of the Company; or

(iv) any issue of Shares upon the exercise of rights of subscription or conversion under the terms of any warrants of the Company or any securities which are convertible into Shares,

shall not exceed 20% of the total number of issued shares of the Company (excluding treasury shares) as at the date of passing of this resolution (subject to adjustment in the case of any consolidation or subdivision of shares of the Company after the date of passing of this resolution); and

(c) for the purposes of this resolution:

"Relevant Period" means the period from the passing of this resolution until whichever is the earliest of:

(i) the conclusion of the next annual general meeting of the Company;

(ii) the expiration of the period within which the next annual general meeting of the Company is required by the articles of association of the Company or any applicable laws to be held; and

(iii) the date on which the authority set out in this resolution is revoked or varied by an ordinary resolution of the shareholders in general meeting.

"Rights Issue" means an offer of shares open for a period fixed by the directors to holders of shares of the Company or any class thereof on the register on a fixed record date in proportion to their then holdings of such shares or class thereof (subject to such exclusions or other arrangements as the directors may deem necessary or expedient in relation to fractional entitlements or having regard to any restrictions or obligations under the laws of any relevant jurisdiction or the requirements of any recognized regulatory body or any stock exchange)."

7. To consider and, if thought fit, pass with or without amendments, the following resolution as an ordinary resolution:

   "**THAT** conditional upon the passing of the resolutions set out in items 5 and 6 of the notice convening this meeting (the "**Notice**"), the general mandate referred to in the resolution set out in item 6 of the Notice be and is hereby extended by the addition to the aggregate number of shares which may be allotted and issued or agreed conditionally or unconditionally to be allotted and issued (including any sale or transfer of treasury shares out of treasury) by the directors pursuant to such general mandate of the number of shares bought back by the Company pursuant to the mandate referred to in resolution set out in item 5 of the Notice, provided that such number of shares shall not exceed 10% of the total number of issued shares of the Company (excluding treasury shares) as at the date of passing of this resolution (subject to adjustment in the case of any consolidation or subdivision of shares of the Company after the date of passing of this resolution)."

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

Hong Kong, 30 July 2026

Notes:

1. All resolutions at the meeting will be taken by poll (except where the chairman decides to allow a resolution relating purely to a procedural or administrative matter to be voted on by a show of hands). The results of the poll will be published on the websites of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and of the Company in accordance with the Rules Governing the Listing of Securities on the Stock Exchange.

2. A member entitled to attend and vote at the meeting convened by the above notice is entitled to appoint one or more proxy to attend and, subject to the provisions of the articles of association of the Company, vote in his stead. A proxy need not be a member of the Company. If more than one proxy is so appointed, the appointment shall specify the number and class of shares in respect of which each such proxy is so appointed.

   In the case of joint holders of a share, any one of such joint holders may vote, either in person or by proxy, in respect of such share as if he/she were solely entitled thereto; but if more than one of such joint holders are present at the meeting, whether in person or by proxy, the vote of the senior who tenders a vote shall be accepted to the exclusion of the votes of the other joint holders. For this purpose, seniority shall be determined by the order in which the names stand in the register of members of the Company in respect of the joint holding.

3. In order to be valid, the form of proxy together with the power of attorney or other authority, if any, under which it is signed or a certified copy of that power of attorney or authority, must be deposited at the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong not less than 48 hours before the time appointed for the meeting (i.e. not later than 10:00 a.m. on Sunday, 23 August 2026 or the adjourned or postponement meeting (as the case may be). Completion and return of the form of proxy shall not preclude a shareholder of the Company from attending and voting in person at the meeting and, in such event, the instrument appointing a proxy shall be deemed to be revoked.

4. For determining the entitlement to attend and vote at the meeting, the Register of Members of the Company will be closed from Thursday, 20 August 2026 to Tuesday, 25 August 2026, both dates inclusive, during which period no transfer of shares will be registered. The record date for determining the entitlement to attend and vote at the meeting is 25 August 2026. In order to be eligible to attend and vote at the meeting, unregistered holders of shares of the Company shall ensure that all transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong for registration not later than 4:30 p.m. on Wednesday, 19 August 2026.

5. Subject to Shareholders' approval at the Annual General Meeting to be held by the Company, the final dividend will be payable on Wednesday, 30 September 2026 to Shareholders whose names appear on the register of members of the Company at the close of business on Tuesday, 15 September 2026, being the record date for determining the entitlement to the final dividend.

   In order to qualify for entitlement to the final dividend for the year ended 31 March 2026, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's Hong Kong branch share registrar and transfer office, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong for registration not later than 4:30 p.m. on Tuesday, 15 September 2026.

6. If a tropical cyclone warning signal number 8 or above or is hoisted, or "extreme conditions" caused by super typhoons or a black rainstorm warning or is/are in force at 10:00 a.m. on 25 August 2026, the meeting will not be held on 25 August 2026 but will be postponed to a later date and if postponed, the Company will as soon as practicable post an announcement on the websites of the Stock Exchange and the Company. "Business Day", in this context, shall mean a day (excluding Saturday) on which banks are open for general banking business in Hong Kong.

7. References to time and dates in this notice are to Hong Kong time and dates.

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