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.

YesAsia Holdings Limited
喆麗控股有限公司

(Incorporated in Hong Kong with limited liability)
(Stock Code: 2209)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE FOR THE THIRD QUARTER OF 2025

The board (the "**Board**") of directors (the "**Director(s)**") of YesAsia Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") is pleased to announce that the Group achieved an impressive growth of approximately 49.0% year-on-year in the order amount for beauty and fashion & lifestyle products*(Note 1)* (unaudited operational information) on the Group's E-commerce platforms (including websites and mobile apps) and via offline wholesale channels for the third quarter of 2025 which are presented below with the comparative figures for the corresponding period of the immediate preceding financial year:

	Third quarter of		
	2025	2024	Change
	US$ million	*US$ million*	
Business-to-consumer (B2C)			
– YesStyle Platforms*(Note 2)*	**83.8**	64.3	30.3%▲
Business-to-business (B2B)			
– ABW Online and Offline (key channel sales)*(Note 3)*	**42.3**	20.3	108.1%▲
Total order amount for beauty and fashion & lifestyle products*(Note 1)*	**126.1**	84.6	49.0%▲

Notes:

1. Order amount represents (i) for online sales, the amount paid by customers for the value of products purchased through E-commerce platforms of the Group; and (ii) for offline sales, the amount of purchase orders received from customers of key channel sales, in each case during the relevant period and before indirect tax payment, effects on foreign exchange, post-sale order refund and other adjustments necessary in accordance with applicable Hong Kong Financial Reporting Standards (HKFRS) for revenue recognition.

2. YesStyle Platforms refer to the Group's YesStyle platforms, which include the website at www.YesStyle.com and the YesStyle Mobile apps and other third-party B2C oriented marketplace platforms.

3. ABW Online and Offline refers to the Group's wholesale business of beauty products via online platform, namely www.asianbeautywholesale.com and offline channels, which is also known as key channel sales.

The Board wishes to remind Shareholders and potential investors of the securities of the Company that the above information is unaudited and is based on preliminary assessment of the internal records and information currently available to the Board which has not been audited or reviewed by the Company's independent auditor and/or audit committee and may be subject to adjustments. Therefore, the above information may not reflect the overall results and/or performance of the Group for the period and do not constitute forward-looking statements or express or implied forecast or guarantee in respect of the Group's operating conditions.

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

By order of the Board
YESASIA HOLDINGS LIMITED
Ng Sai Cheong
Company Secretary

Hong Kong, 24 October 2025

As of the date of this announcement, the Board comprises Mr. LAU Kwok Chu, Ms. CHU Lai King, and Mr. CHU Kin Hang as executive Directors; Mr. HUI Yat Yan Henry, Mr. LUI Pak Shing Michael, and Mr. POON Chi Ho as non-executive Directors; and Mr. CHAN Yu Cheong, Mr. SIN Pak Cheong Philip Charles, and Mr. WONG Chee Chung as independent non-executive Directors.