YESASIA

YesAsia Holdings Limited

喆麗控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 2209)

INSIDE INFORMATION POSITIVE PROFIT ALERT AND NOTICE OF BOARD MEETING

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

POSITIVE PROFIT ALERT

	The Group		
	Six months ended 30 June		
	2026	2025	Change
	US$ million	*US$ million*	
	(Unaudited)	(Unaudited)	
Revenue	**301.5**	243.9	23.6% ▲
Net profit for the period	**18.3**	14.1	30.0% ▲
Net profit margin[1]	**6.1%**	5.8%	0.3pp ▲

Note:

(1) Net profit margin is calculated based on net profit for the period divided by revenue of the corresponding period and multiplied by 100%

The Board wishes to inform Shareholders and potential investors that, based on preliminary information, the Group is expected to record net profit of approximately US$18.3 million for the Reporting Period (Prior Period: US$14.1 million), representing a growth of approximately 30.0% as compared to the Prior Period.

The increase in net profit was primarily attributable to strong revenue growth during the Reporting Period, which resulted in an increase in gross profit. In addition, attributable to the Group's ongoing cost management efforts, administrative expenses grew at a slower pace than revenue, thereby driving the overall improvement in profitability. The above expected net profit has already taken into account a one-off expense of approximately US$1.2 million in termination benefits arising from the organisational streamlining with reference to the announcement made by the Company dated 26 June 2026.

NOTICE OF BOARD MEETING

The Board further announces that a meeting of the Board will be held on 28 August 2026, Friday, for the purposes of, among other matters, considering and approving the Interim Results and its publication, and considering the declaration and payment of an interim dividend, if any.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

"Board"	the board of Directors
"Company"	YesAsia Holdings Limited (喆麗控股有限公司), a company incorporated in Hong Kong with limited liability, with its shares listed on the Main Board of the Stock Exchange (stock code: 2209)
"Director(s)"	director(s) of the Company
"Group"	the Company and its subsidiaries
"Interim Results"	the results of the Group for the Reporting Period
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time)
"pp"	percentage points
"Prior Period"	six months ended 30 June 2025
"Reporting Period"	six months ended 30 June 2026
"Shareholders"	holders of the shares in the issued share capital of the Company
"Stock Exchange"	The Stock Exchange of Hong Kong Limited

"YesStyle"	the Group's retail business of fashion, lifestyle and beauty products via YesStyle e-commerce platforms, which include the website at www.yesstyle.com and the YesStyle mobile apps
"%"	percent

As the Company is still finalising the Interim Results, the information contained in this announcement is only based on a preliminary assessment by the Board of the information currently available and the unaudited consolidated management accounts of the Group for the Reporting Period, and is not based on any figures or information audited or reviewed by the Company's independent auditor and/or audit committee, and therefore may be subject to further adjustment. Further details of the Interim Results will be disclosed in accordance with the requirements of the Listing Rules by the end of August 2026, which shall prevail over the information contained herein. The Board wishes to emphasize that the Interim Results may be affected by a number of other factors. As such, the above information is provided for Shareholders' and potential investors' reference only.

This announcement contains certain forward-looking statements in relation to financial conditions, results of operations, and the business of the Group (the "Forward-Looking Statements"). The Forward-Looking Statements are made based on the preliminary assessment of information currently available to the Board, therefore the actual future results or performance of the Group may differ materially from the Forward-Looking Statements.

Shareholders and potential investors should carefully consider the related risk factors and should not place undue reliance on the Forward-Looking Statements. Shareholders 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 July 2026

As of the date of this announcement, the Board comprises Mr. LAU Kwok Chu, Ms. CHU Lai King, Mr. CHU Kin Hang and Mr. HUI Yat Yan Henry as executive Directors; 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.