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**JS Global Lifestyle Company Limited**

**JS 环 球 生 活 有 限 公 司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1691)**

**ANNOUNCEMENT ON THE FIRST QUARTERLY REPORT OF  
JOYOUNG CO., LTD. FOR THE THREE MONTHS  
ENDED MARCH 31, 2025**

This announcement is made by JS Global Lifestyle Company Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (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).

Joyoung Co., Ltd. (“**Joyoung**”) is a subsidiary of the Company and its shares are listed on the Shenzhen Stock Exchange (Stock Code: 002242). In compliance with the applicable regulations of the Shenzhen Stock Exchange, Joyoung published its first quarterly report of 2025 on the website of the Shenzhen Stock Exchange on April 29, 2025.

Please refer to the appendix to this announcement which sets out the principal financial information of Joyoung for the three months ended March 31, 2025 prepared based on PRC Accounting Standards for Business Enterprises, and which are unaudited.

## APPENDIX

### Key financial data and indicators for the three months ended March 31, 2025 (unaudited)

|  | For the<br>three months<br>ended<br>March 31, 2025 | For the<br>three months<br>ended<br>March 31, 2024 | Change for the<br>three months<br>ended<br>March 31, 2025<br>compared with<br>the same<br>period in the<br>previous year<br>(%) |
|--|--|--|---|
| <b>Operating revenue (RMB Yuan)</b>  | 1,999,944,950.10                                   | 2,065,327,130.90                                   | -3.17%  |
| <b>Net profit attributable to<br/>shareholders of Joyoung<br/>(RMB Yuan)</b>   | 101,488,347.36                                     | 129,962,893.25                                     | -21.91%   |
| <b>Net profit attributable to<br/>shareholders of Joyoung before<br/>non-recurring gains and losses<br/>(RMB Yuan)</b> | 106,503,121.32                                     | 125,416,859.18                                     | -15.08%   |
| <b>Net cash flow from operating<br/>activities (RMB Yuan)</b>  | 245,581,933.84                                     | 313,309,588.31                                     | -21.62%   |
| <b>Basic earnings per share<br/>(RMB Yuan/share)</b>   | 0.14   | 0.17   | -17.65%   |
| <b>Diluted earnings per share<br/>(RMB Yuan/share)</b>   | 0.14   | 0.17   | -17.65%   |
| <b>Weighted average return on<br/>net assets</b>   | 2.87%  | 3.67%  | Decreased by 0.80<br>percentage point   |
|  | As at<br>the end of the<br>reporting period        | As at<br>the end of<br>last year                   | Change at<br>the end of<br>the reporting<br>period as<br>compared to the<br>end of last year<br>(%)                             |
| <b>Total assets (RMB Yuan)</b>   | 7,639,301,001.71                                   | 7,586,185,728.31                                   | 0.70%   |
| <b>Net assets attributable to<br/>shareholders of Joyoung<br/>(RMB Yuan)</b>   | 3,575,109,158.88                                   | 3,485,895,659.65                                   | 2.56%   |

## Non-recurring gain and loss items and amounts thereof

*Unit: RMB Yuan*

| <b>Item</b>   | <b>For the<br/>three months<br/>ended<br/>March 31, 2025</b> |
|---|--|
| Gains or loss from disposal of non-current assets (including the write-off of the asset impairment provision)   | -5,530.04  |
| Government grants included in the current profit or loss (excluding government subsidies that are closely related to the normal operations of Joyoung, comply with national policies and regulations, recognized according to established standards, and have a sustained impact on the company's profits and losses)   | 1,916,891.08   |
| Gains or losses from changes in fair value arising from the holding of financial assets and financial liabilities and gain and loss from disposal of financial assets and financial liabilities by non-financial institutions, excluding the effective hedging business related to Joyoung's normal business operations | -6,266,325.65  |
| Other non-operating income or expenses except the above items   | -1,400,021.08  |
| Less: Impact of income taxes  | -745,130.18  |
| Impact of minority interests (after tax)  | 4,918.45   |
| Total   | <u><u>-5,014,773.96</u></u>                                  |

**Shareholders and potential investors of the Company should exercise caution when dealing in the securities of the Company.**

By order of the Board  
**JS Global Lifestyle Company Limited**  
**WANG Xuning**  
*Chairman*

Hong Kong, April 29, 2025

*As at the date of this announcement, the board of directors of the Company comprises Mr. WANG Xuning, Ms. HAN Run and Ms. HUANG Shuling as executive directors, Mr. Stassi Anastas ANASTASSOV as non-executive director and Mr. Yuan DING, Mr. YANG Xianxiang, Mr. SUN Zhe and Mr. Maximilian Walter CONZE as independent non-executive directors.*