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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)

PROFIT WARNING

This announcement is made by JS Global Lifestyle Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Board and the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 (the “**2025 Interim**”), the Group is expected to record net loss for the 2025 Interim of not more than US\$56.0 million as compared to the net profit of approximately US\$29.6 million for the corresponding period in 2024 (the “**2024 Interim**”).

The change in the Group’s performance of the Group for the 2025 Interim was mainly attributable to:

- (i) the Group’s cost of sales and administrative expenses have continued to increase in the first half of 2025 for the expansion of the Asia Pacific market, including but not limited to strengthening brand image and consumer awareness, promoting core products and new products, enhancing omni-channel distribution capabilities, expanding sales team and administrative personnel, etc.. Furthermore, the business is presently in the development phase and contributes only marginally to overall performance;

- (ii) decrease in sourcing service income charged by the Group on sourcing services provided by the Group to a subsidiary of SharkNinja, Inc. (please refer to the circulars of the Company dated June 5, 2023, September 18, 2023, and May 7, 2024, for details of such sourcing services); and
- (iii) fair value loss on restricted share awards and increase in related administrative expenses.

In addition, it is expected that the adjusted profit of the Group for the 2025 Interim would be no less than US\$12.0 million (2024 Interim: US\$18.4 million), representing a decrease of no more than 35.0% as compared to the same period of last year.

The following are the main items that need to be adjusted to the adjusted profit for the Group during 2025 Interim:

- (i) stock-based compensation;
- (ii) fair value changes of restricted share awards; and
- (iii) sourcing service income charged by the Group on sourcing services provided by the Group to a subsidiary of SharkNinja, Inc. (please refer to the circulars of the Company dated June 5, 2023, September 18, 2023, and May 7, 2024, for details of such sourcing services).

As at the date of this announcement, the Group is still in the course of preparing and finalizing its results for the 2025 Interim. The information contained herein is only based on a preliminary assessment of the information currently available to the Company's management and such information has not been confirmed and reviewed by the audit committee of the Board and has not been audited and reviewed by the Company's auditors. Shareholders and potential investors are advised to read carefully the Group's results announcement for the 2025 Interim, which is expected to be published before the end of August 2025.

Shareholders and potential investors should exercise caution when dealing in the shares and/or securities of the Company.

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

Hong Kong, August 18, 2025

As at the date of this announcement, the Board 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.