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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 year ended December 31, 2025 (the “**2025 Annual**”), the Group is expected to record net loss for the 2025 Annual of no more than US\$22.5 million, with adjusted net profit expected to be no less than US\$29 million. The Group recorded net profit of approximately US\$8.8 million for the corresponding period in 2024 (“**2024 Annual**”), with adjusted net profit of approximately US\$7.1 million. The core business maintained steady growth momentum during the year.

The net loss in the Group’s performance for the 2025 Annual was mainly attributable to:

- (i) **Strategic investment in expanding the Asia-Pacific market:** to lay a solid foundation for long-term growth, the Group continued to increase investments in brand building, product promotion, omni-channel distribution expansion, and organizational capability enhancement across the Asia-Pacific region throughout 2025 Annual. While related expenditures recognized in the current period had an impact on short-term profitability, they provide crucial support for the Group’s future business expansion and market share growth. Operations in this region are currently in an active development phase, with long-term value set to be progressively realized;

- (ii) **Reduction in related procurement services:** 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) **Non-cash impact of share-based payments:** fair value loss on restricted share awards and related administrative expenses.

Excluding the impact of the non-operating and non-cash items under items (ii) and (iii) above, the Group's adjusted net profit for 2025 Annual rebounded strongly, returning to a growth trajectory. The significant increase in adjusted net profit was primarily attributable to:

1. a notable recovery in the core business of the Group during the year, with overall revenue increasing driven by robust organic growth;
2. continued improvement in the operational efficiency of the subsidiaries of the Group, with certain subsidiaries recording a marked enhancement in profitability, making positive contributions to the overall profit of the Group; and
3. the Group's ongoing strengthening of cost control measures, resulting in a decrease in the overall expense ratio.

As at the date of this announcement, the Group is still in the course of preparing and finalizing its results for the 2025 Annual. 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 Annual, which is expected to be published before the end of March 2026.

**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, February 26, 2026

*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.*