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)

POSITIVE PROFIT ALERT

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, 2026 (the "**2026 Interim**"), the Group is expected to record net profit for the 2026 Interim of not less than US$12.0 million as compared to the net loss of approximately US$53.7 million for the corresponding period in 2025 (the "**2025 Interim**").

In addition, it is expected that the adjusted profit of the Group for the 2026 Interim would be no less than US$13.6 million (2025 Interim: US$13.5 million). The adjustment items primarily comprised (i) share-based compensation; (ii) fair value changes of restricted share awards; and (iii) other non-recurring items.

The turnaround in the Group's performance for the 2026 Interim was mainly attributable to:

(i) the Group's continued implementation of stringent cost control measures resulted in a decrease in the Group's overall expense ratio during the first half of 2026;

(ii) the vesting of the restricted share awards substantially completed during the period, and together with the gain from the increase in their fair value, the related net expenses decreased significantly as compared to the same period of last year; and

(iii) the Group's SharkNinja Asia Pacific business recorded revenue growth, while continued improvements in operational efficiency and profitability contributed positively to the Group's overall profit.

As at the date of this announcement, the Group is still in the course of preparing and finalizing its results for the 2026 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 2026 Interim, which is expected to be published before the end of August 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, August 3, 2026

As at the date of this announcement, the Board comprises Mr. WANG Xuning and Ms. HAN Run 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.