CHOW SANG SANG HOLDINGS INTERNATIONAL LIMITED
周生生集團國際有限公司*
(Incorporated in Bermuda with limited liability)
Stock code: 116

UNAUDITED KEY OPERATIONAL DATA FOR THE THREE MONTHS ENDED 30 JUNE 2026

The board of directors (the "Board") of Chow Sang Sang Holdings International Limited (the "Company"), and together with its subsidiaries (the "Group"), hereby announces certain unaudited key operational data of the Group for the three months ended 30 June 2026 (the "Second Quarter", or the "Quarter"). The unaudited key operational data in this announcement should be read in conjunction with the Company's 2025 annual report.

Executive Summary

Group RSV increased by 16% during the Quarter, with positive SSSG recorded in both Chinese Mainland, and Hong Kong and Macau.

Demand for gold jewellery held up despite gold price fluctuations, and the Group's diversified portfolio featuring signature collections benefitted.

The optimisation of the retail network continued apace with upgrades, closures and openings.

KEY OPERATIONAL DATA
For the Second Quarter

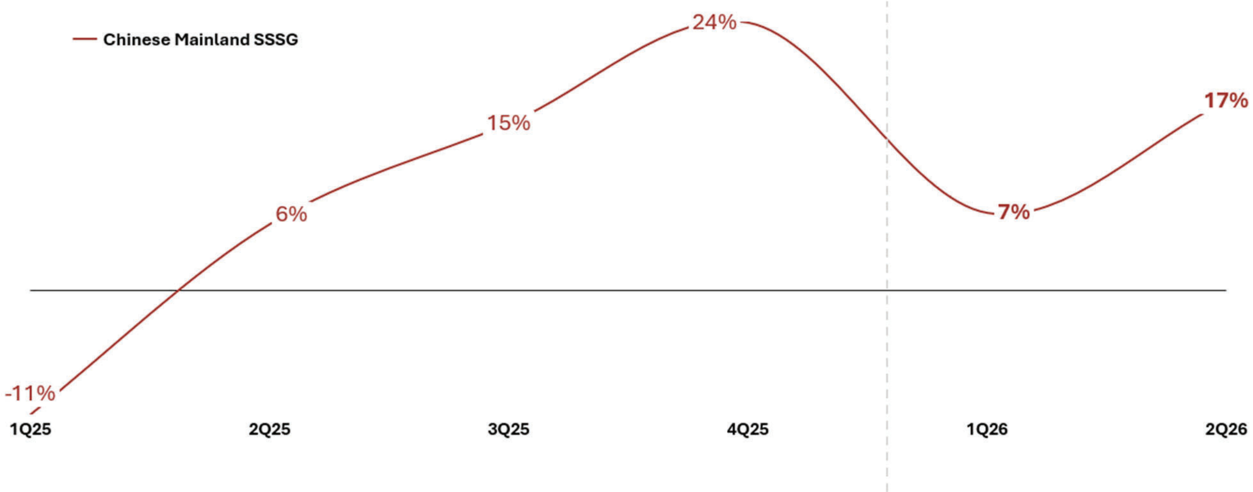
	(% change compared to the same period last year)	
	Group	
Retail sales value ("RSV") [(1)] growth	+16%	
	Chinese Mainland	**Hong Kong and Macau**
Same store sales growth ("SSSG")	+17%	+30%
	Store Network	
	Chinese Mainland	**Hong Kong and Macau**
Total stores for retail of jewellery	677	61

(1) RSV measures the sales at the ending price (value added tax inclusive, if any), in respective functional currencies, of products sold to customers in the point of sales network and other channels.

* *For identification purpose only*

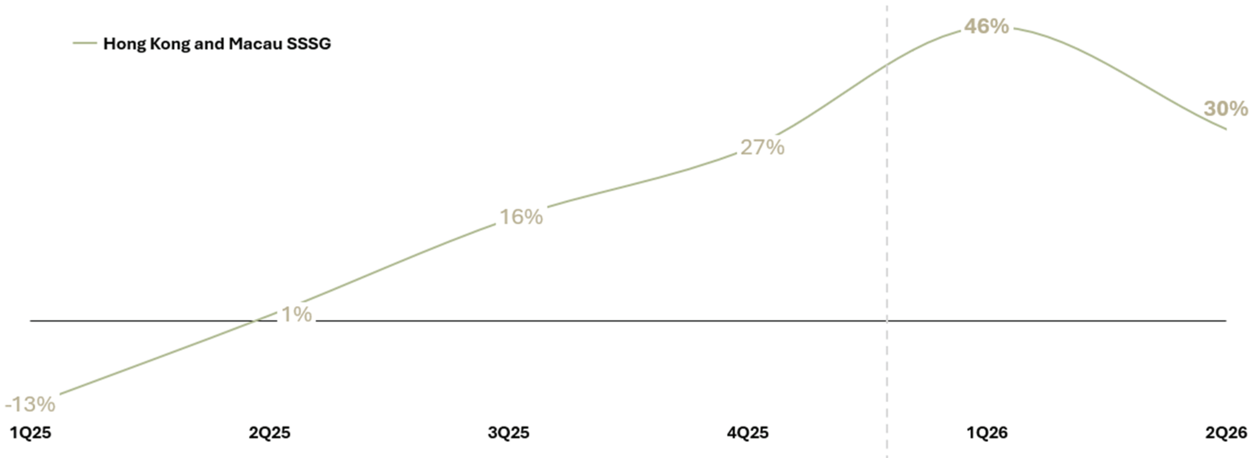
Analysis by key markets

Chinese Mainland



- The Chinese Mainland market remained affected by cautious consumer sentiment and macroeconomic uncertainties.
- During the Quarter, consumer demand in the Chinese Mainland favoured calculated-price gold jewellery amid the volatile gold price environment.
- The Group continued to offer a broad range of products across different categories and price points, including collections featuring distinctive craftsmanship, enabling it to adapt to changing customer preferences. The Group's key collections, including "Cultural Blessings" and "Noir", continued to be well received by customers.
- Premium stores located in key shopping destinations continued to perform strongly during the Quarter, demonstrating the attractiveness of the Group's differentiated products and the effectiveness of the ongoing efforts in premiumisation and retail network optimisation.
- Online sales in Chinese Mainland recorded positive RSV growth during the Quarter.

Hong Kong and Macau



- The Hong Kong and Macau market delivered strong growth during the Quarter, supported by sustained local demand, improved customer traffic in tourist districts and stable contribution from community malls.
- Demand for gold jewellery remained robust, while fixed-price collections also contributed positively to the overall performance.
- Signature collections, including "YUYU", "Noir" and "Charme", recorded positive growth, supported by new product offerings and customer engagement.

Store Network

Store Network by Products		As at 31.12.2025	Opening	Closure	Net Change	As at 30.06.2026
Retail of Jewellery						
Chinese Mainland	Chow Sang Sang	678	+16	-60	-44	634
	MINTYGREEN	41	-	-5	-5	36
	EMPHASIS	4	-	-	-	4
	PROMESSA	2	-	-2	-2	-
	MARCO BICEGO	2	+1	-	+1	3
Sub-total:		727	+17	-67	-50	677
Hong Kong	Chow Sang Sang	51	-	-	-	51
	EMPHASIS	3	-	-	-	3
Sub-total:		54	-	-	-	54
Macau	點睛品	7	-	-	-	7
Sub-total:		7	-	-	-	7
Taiwan	點睛品	32	+1	-	+1	33
	PROMESSA	5	-	-	-	5
Sub-total:		37	+1	-	+1	38
Total for retail of jewellery:		**825**	**+18**	**-67**	**-49**	**776**
Retail of Watches						
Total for retail of watches:		**15**	**+2**	**-**	**+2**	**17**
Total stores:		**840**	**+20**	**-67**	**-47**	**793**

- The Group continued to optimise its retail network, with a focus on store productivity, location quality and brand experience. During the Quarter, the Group maintained a disciplined approach to openings and closures, with selected new stores and store upgrades in premium shopping locations in the Chinese Mainland.
- Selected openings and upgrades were carried out in premium shopping locations, including Chengdu SKP, Hangzhou Westlake 66, Beijing Hopson as well as other high-traffic commercial districts.

CAUTION STATEMENT

The Board wishes to remind shareholders of the Company (the "Shareholders") and potential investors that the above unaudited key operational data is based on the Group's preliminary internal information which has not been reviewed or audited by the auditor of the Company. As such, the above data is provided for the Shareholders' and potential investors' reference only.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Vincent CHOW Wing Shing
Chairman

Hong Kong, 17 July 2026

As at the date of this announcement, the Executive Directors of the Company are Mr. Vincent CHOW Wing Shing, Dr. Gerald CHOW King Sing, Mr. Winston CHOW Wun Sing and Ms. Genevieve CHOW Karwing; the Non-executive Director is Mr. Stephen TING Leung Huel; and the Independent Non-executive Directors are Dr. CHAN Bing Fun, Mr. LEE Ka Lun, Dr. LO King Man, Mr. Stephen LAU Man Lung, Mr. HSU Rockson and Ms. PI Fang.