PRESS RELEASE

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

Chow Sang Sang announces 2026 Interim Results

Strong retail performance with segment results up 31% to HK$1,828 million, and Group's turnover up 17% to HK$12,878 million

[26 August 2026, Hong Kong] Chow Sang Sang Holdings International Limited (the "Company", together with its subsidiaries, the "Group") is pleased to announce its unaudited interim results for the six months ended 30 June 2026 ("the Period").

The Group's consolidated turnover from continuing operations increased by 17% year-on-year to HK$12,878 million, driven by improved sales performance across its key retail markets. Retail segment results rose by 31% year-on-year to HK$1,828 million, reflecting stronger operating performance and positive same-store sales growth in both Chinese Mainland and Hong Kong & Macau.

Profit attributable to owners of the Company from continuing operations amounted to HK$2,193 million for the six months ended 30 June 2026, supported by stronger retail performance and unrealised gain on mark-to-market revaluation of bullion loans at the period end.

The Board has declared a first interim dividend of HK28 cents per ordinary share for the Period, increased by 33% year-on-year.

Retail of Jewellery and Watches

Overall segment results for retail of jewellery and watches increased by 31% year-on-year with all key geographic markets registered revenue growth as compared to first half of 2025.

Same Store Sales Growth ("SSSG")

SSSG maintained positive momentum in the first half of 2026, extending the positive trend observed over recent quarters, with both Chinese Mainland, and Hong Kong and Macau recording growth. Hong Kong and Macau remained robust, with the Group's extensive store network in both tourist areas and community locations continuing to support SSSG growth. In Chinese Mainland, the Group's premium store strategy and ongoing focus on key tier 1 and tier 2 cities continued to support SSSG growth, demonstrating the benefits of ongoing retail network optimisation.

For the first half of 2026, SSSG increased by 11% and 38% in Chinese Mainland, and in Hong

Kong and Macau respectively.

Brand Positioning and Customer Engagement

The Group further strengthened its brand positioning through initiatives targeting both emerging and established customer segments.

The Group engaged new consumers by adding pet companionship and active living themes to its existing “Charme” line-up, responding to evolving lifestyle trends and broadening the collection’s customer appeal. The Group also expanded the market reach of its signature line-up “YUYU”, defined by a distinctive artistic vision that blends Eastern symbolism of blessings with Western aesthetics, amplified by an integrated Chinese New Year campaign launched across the region.

The Group also engaged taste-makers through curated customer events and differentiated product offerings. During the period, salon events and hotel collaborations were held to extend our reach beyond premium customers, alongside the debut of the “Bamboo” collection under the established “Cultural Blessings” line-up and the launch of the new “Weave” collection, both rooted in the shared motif of bamboo as a Chinese symbol of resilience and blessings. These initiatives introduced a fresh cultural expression to taste-makers, while adding depth to the Group’s premium jewellery narrative and strengthening brand relevance through contemporary presentation.

Product mix management

The Group enhanced its product portfolio across multiple categories to address evolving customer preferences and strengthen its position as a full-category jewellery retailer.

Customer demand remained broad-based across both calculated-price products and fixed-price products, with calculated-price products gaining stronger traction in key markets during the period. The Group further expanded its offering of distinctive, high-craftsmanship collections across both categories, reinforcing its ability to serve different customer preferences, price points and wearing occasions.

Collections such as “Cultural Blessings”, “Essence” and “Noir”, which span both calculated-price and fixed-price segments, registered growth and contributed to a broader product mix. “Noir”, a distinctive black gold collection curated with fine detailing and unique style, continued to resonate with new consumer groups, reflecting the Group’s ability to broaden its customer reach while strengthening its differentiated product offerings.

The Group also enhanced its customer service through trade-in programmes and sell-back services, providing customers with a more convenient one-stop experience and greater flexibility in managing and refreshing their jewellery.

Chow Sang Sang Omni-Channel Retailing

The Group continued its omni-channel strategy which includes online sales as well as Star Concierge Service and other remote sales concluded out of in-person branch environment or with remote inventory.

Omni-channel sales represented 20% of total retail sales for the Group. In Chinese Mainland, online sales accounted for approximately 23% of total sales while online sales in Hong Kong, Taiwan and other overseas countries continued to grow at a steady pace and increased by 43% year-on-year in first half of 2026.

Store Network

The Group had a total of 793 stores as at 30 June 2026. During the Period, the Group opened 18 stores in key strategic locations, primarily in tier 2 cities or above in Chinese Mainland, while closing 67 stores which did not serve the Group's strategic purpose. In Taiwan, the Group opened 1 new store.

<u>Outlook</u>

Subsequent to the period end, the Group continued to observe a positive sales trend going into third quarter of 2026. Chinese Mainland recorded modest growth, while Hong Kong and Macau continued to deliver relatively strong performance.

Looking ahead, the Group remains mindful of evolving retail market conditions and changing consumer preferences across its key markets. To support sales momentum, the Group will focus on targeted marketing initiatives, omni-channel promotions and customer engagement.

In parallel, store network upgrades will be implemented across Chinese Mainland, Hong Kong, Macau and Taiwan as part of Group-wide initiatives. The Group will also further advance its premiumisation strategy and enhance its one-stop customer experience through broader product offerings and service capabilities.

**For identification purpose only*

Remarks: For more details, please refer to the results announcement published on 26 August 2026. Unless the context requires otherwise, capitalised terms used in this press release shall have the same meanings as those defined in the results announcement.

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About Chow Sang Sang Group

Chow Sang Sang Holdings International Limited (listed on the Hong Kong Main Board, stock code: 116) and its subsidiaries ("Chow Sang Sang Group", "we") have been deeply rooted in the jewellery industry for over 90 years. Guided by the visionary brand philosophy of "Sustained Vitality, Ever Rejuvenated", we integrate Chinese and Western aesthetics in our design, and with masterful craftsmanship, transform nature's treasures into jewellery that embodies the rhythm of life and the continuity of emotions.

Committed to preserving the cultural essence of jewellery, Chow Sang Sang Group has long upheld a self-operated business model to ensure a reliable and robust retail network. Today, we operate around 800 stores across the Greater China region. At the same time, we drive the industry forward through innovation, actively expanding our omni-channel ecosystem, and managing the official online platforms alongside more than 40 third-party e-commerce channels to offer customers worldwide seamless access to curated jewellery selections anytime, anywhere. Chow Sang Sang Group have introduced MARCO BICEGO, an Italian handcrafted jewellery brand, and are among the officially authorised global distributors of renowned luxury watch brands, underscoring our international vision.

For more information about Chow Sang Sang Group, please visit www.chowsangsang.com.