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Helens International Holdings Company Limited

海倫司國際控股有限公司

(A company incorporated in the Cayman Islands with limited liability)

(Hong Kong Stock Code: 9869)

(Singapore Stock Code: HLS)

RETIREMENT OF EXECUTIVE DIRECTOR AND PROPOSED ELECTION OF EXECUTIVE DIRECTOR

The Board announces that:

- (i) Ms. Yu Zhen will retire as executive Director and has decided not to seek for re-election at the AGM in order to devote more time to other business endeavours; and
- (ii) Ms. Lei Xing will be elected as executive Director at the AGM.

Reference is made to the circular of Helens International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated April 22, 2026 in relation to, among other things, the proposed election of directors of the Company (the “**Director(s)**”).

RETIREMENT OF EXECUTIVE DIRECTOR

The Board hereby announces that Ms. Yu Zhen (“**Ms. Yu**”) will retire as executive Director and has decided not to seek for re-election at the forthcoming annual general meeting of the Company (the “**AGM**”) to be held on May 14, 2026 in order to devote more time to other business endeavours. Thus, it is confirmed that Ms. Yu will not offer herself for re-election at the AGM and will retire upon conclusion of the AGM. Upon her retirement as a Director, Ms. Yu will also cease to be an authorised representative of the Company (the “**Authorised Representative**”) under Rule 3.05 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, but will remain as the chief financial officer of the Company.

Ms. Yu has confirmed that she has no disagreement with the Board or the Company and there is no other matter relating to her retirement that needs to be brought to the attention of the shareholders of the Company and the stock exchanges on which the shares of the Company are listed.

PROPOSED ELECTION OF EXECUTIVE DIRECTOR

The Board further announces that pursuant to the resolution passed by the Board on April 22, 2026, the Board has nominated Ms. Lei Xing (“**Ms. Lei**”) for election as executive Director. The appointment of Ms. Lei as executive Director is subject to approval by the shareholders of the Company at the AGM and shall take effect upon the passing of the relevant resolution. Below is the biographical information of Ms. Lei:

Ms. Lei Xing

Ms. Lei Xing (雷星), aged 34, is the senior vice president of the Company, responsible for sales and marketing of the Group. Ms. Lei joined the Group in April 2018 and served as the marketing director of Shenzhen Helens Enterprise Management Co., Ltd., a subsidiary of the Company. She previously served as an executive Director of the Company from March 2021 to September 2023.

Prior to joining the Group, Ms. Lei served as a software development engineer in Ping An Technology (Shenzhen) Co., Ltd. (平安科技(深圳)有限公司) from July 2013 to January 2017. From December 2017 to April 2018, Ms. Lei served as the IT development engineer for a Helen’s branded bar.

Ms. Lei obtained a bachelor’s degree in software engineering from Wuhan University (武漢大學) in June 2013.

As at the date of this announcement, Ms. Lei was deemed to be interested in 6,812,976 ordinary shares, representing approximately 0.54% of the number of total issued shares of the Company, pursuant to Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), of which the shares are under a trust where Ms. Lei is the settlor.

Upon shareholder approval and the conclusion of the AGM, Ms. Lei will enter into a service agreement with the Company for an initial term of three years commencing from the date of the AGM, which may be terminated by not less than 1 month’s prior notice in writing served by either party on the other. Her appointment is subject to retirement by rotation and re-election pursuant to the Listing Rules and the articles of association of the Company. Ms. Lei is entitled to emoluments of approximately HK\$603,000 per annum including salary, allowances and benefits in kind and employer’s contribution to pension scheme, as well as discretionary bonus, which was determined by the Board and approved by the remuneration

committee of the Board, having taken into account multiple factors including her position and responsibilities within the Company, her qualification, experience and the prevailing market rates. Further, conditional upon Ms. Lei being elected as an executive Director at the AGM, she shall be appointed as the Authorised Representative.

Save as disclosed above, Ms. Lei has confirmed that (i) she does not hold any other position with the Company or any of its subsidiaries and has not been a director in any other public companies listed in Hong Kong or overseas during the past three years; (ii) she has no relationship with any other Directors, senior management or substantial shareholders of the Company or any of its subsidiaries; and (iii) as at the date of this announcement, she does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, Ms. Lei has also confirmed that there is no other information in relation to her appointment that needs to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to (v) of the Listing Rules or any other matter in relation to her appointment that needs to be brought to the attention of the shareholders of the Company.

By Order of the Board
Helens International Holdings Company Limited
Mr. Xu Bingzhong
Chairman of the Board and Chief Executive Officer

Hong Kong and Singapore, April 22, 2026

As at the date of this announcement, the executive Directors are Mr. Xu Bingzhong, Ms. Cai Wenjun, Ms. Yu Zhen and Mr. He Daqing, and the independent non-executive Directors are Mr. Li Dong, Mr. Wang Renrong and Mr. Ler Soon Hock Leonard.