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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)**

### **VOLUNTARY ANNOUNCEMENT**

This announcement is made by Helens International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (“**Director(s)**”) of the Company wishes to provide the shareholders of the Company (the “**Shareholders**”) and potential investors with information and latest developments relating to certain legal disputes regarding Chinese trademarks, namely “海倫司”, “海倫司小酒館” and “海倫司越大排檔” (collectively, the “**Trademarks**”), owned by Shenzhen Helens Brand Management Co., Ltd.\* (深圳市海倫司品牌管理有限公司) (“**Shenzhen Helens**”), an indirect wholly-owned subsidiary of the Company.

In May 2023 and August 2024, certain third parties (the “**Third Parties**”) filed applications for a declaration of invalidity in respect of the Trademarks, alleging that the Trademarks are similar to two cited trademarks registered by them.

In May 2025, the China National Intellectual Property Administration (“**CNIPA**”) ruled that the Trademarks, in respect of services including bar services, constitute similar trademarks to the cited trademarks, and declared the Trademarks void on the grounds that they violated Article 30 (“**Article 30**”) of the 2013 Trademark Law of the People’s Republic of China (“**PRC**”) for being identical with or similar to trademarks that have already been registered or preliminarily approved by the Third Parties for the same or similar goods or services (the “**Rulings**”).

In July 2025, Shenzhen Helens commenced legal proceedings at Beijing Intellectual Property Court (“**IP Court**”) against CNIPA, with the Third Parties joined as parties to the proceedings. Shenzhen Helens petitioned for the Rulings to be redetermined. After

consideration of the claims and arguments presented, IP Court rendered in December 2025 administrative judgments (the “**Administrative Judgments**”) in favour of Shenzhen Helens, thereby overturning the Rulings and ordering CNIPA to redetermine the cases. The Third Parties subsequently appealed to The High People’s Court of Beijing Municipality (北京市高級人民法院) (“**Beijing Court**”) against the Administrative Judgments in around March 2026.

The Board announces that on June 23, 2026, Shenzhen Helens received judgments (the “**Appeal Judgments**”) made by Beijing Court that, among other things, (1) the Trademarks have violated Article 30 and are thus void; (2) the Administrative Judgments be revoked; and (3) the claims of Shenzhen Helens be dismissed.

The Company and Shenzhen Helens are now seeking legal advice in this regard, and will take proactive actions and consider all possible measures to safeguard the interests of the Group. Based on the current assessment, the said disputes have no material impact on the overall business, daily operations or financial conditions of the Group, as the Group may continue to use its non-disputed trademarks for its ordinary businesses. The Group has been using the “Helen’s” trademark for its bar services since 2009. In 2013, Shenzhen Helens applied for the registration of the “Helen’s bar”, “Helen’s Secret” and “Helen’s specials” trademarks in the Peoples’ Republic of China, the filing dates of all of which predate those of the cited trademarks applied for by the Third Parties. Since 2018, Shenzhen Helens has successively applied for registration of the Trademarks, all of which have been granted and have remained in continuous use to date. The Group will also take other appropriate precautionary measures to minimize any disruptions to the operations of the Group and its bar network. The Company will also, in accordance with the applicable rules and regulations, issue further announcements regarding any material progress in the matter to keep the Shareholders and potential investors informed.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities 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, June 25, 2026

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

\* *For identification purposes only*