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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 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 preliminary review of the unaudited management accounts of the Group, consolidated profit of the Group is expected to increase significantly to not less than US\$385 million for the year ended December 31, 2020, compared to US\$85 million for the year ended December 31, 2019. The substantial increase is mainly attributable to the following factors: (1) growth in the total revenue of the Group for the year ended December 31, 2020, particularly driven by strong growth across all major categories of products, successful launches of new products and robust performance in North American and European markets; and (2) continuing optimization of the Group’s operational and supply chain efficiency.

The information in this announcement is only based on a preliminary review of the unaudited management accounts of the Group for the year ended December 31, 2020, which have not yet been finalized and not been reviewed by the Company’s auditors. The actual financial results of the Group for the year ended December 31, 2020 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to carefully read the annual results announcement for the year ended December 31, 2020, which will be published by the Company by the end of March 2021.

Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
JS Global Lifestyle Company Limited
Wang Xuning
Chairman

Hong Kong, March 1, 2021

As at the date of this announcement, the Board comprises Mr. Wang Xuning, Ms. Han Run and Ms. Huang Shuling as executive directors, Mr. Hui Chi Kin Max, Mr. Stassi Anastas Anastassov and Mr. Mao Wei as non-executive directors and Dr. Wong Tin Yau Kelvin, Mr. Timothy Roberts Warner and Mr. Yang Xianxiang as independent non-executive directors.