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上海先鋒控股有限公司 Shanghai Pioneer Holding Ltd

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 01345)

VOLUNTARY ANNOUNCEMENT

SIGNING OF EXCLUSIVE DISTRIBUTION AGREEMENT

Recently, Shanghai Pioneer Holding Ltd and its subsidiaries (the “**Group**”) formally signed a distribution agreement with Swiss Health & bioBeauty AG, a health management company headquartered in Zurich, Switzerland, pursuant to which, the Group will obtain the exclusive distribution right for all of its series products of skincare and healthcare under the NIANCE Brand (“**NIANCE**”) in the People’s Republic of China (the “**PRC**”).

NIANCE was founded by Dr. Rainer W. Schmidt, and mainly comprises skincare and healthcare products. The Group believes that with the penetration of skincare and anti-aging concepts and the strengthening of self-pleasing concept, as well as the diversification and specialisation of consumers’ demands for product performance, the skincare market in the PRC will enter a stage of quality-focused and high-quality development. The Group hopes to leverage on the outstanding efficacy and advanced technology of the NIANCE series products to provide a better experience for consumers in the PRC.

By order of the Board
Shanghai Pioneer Holding Ltd
LI Xinzhou
Chairman

Hong Kong, 27 December 2024

As at the date of this announcement, the directors are Mr. LI Xinzhou, Mr. YANG Yuewen and Mr. ZHANG Quan as executive directors, Ms. HU Mingfei as a non-executive director and Mr. ZHANG Hong, Mr. LAI Chanshu and Mr. ZHANG Changhai as independent non-executive directors.