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Eternal Beauty Holdings Limited

穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6883)

VOLUNTARY ANNOUNCEMENT ESTABLISHMENT OF COOPERATION WITH CULTI

This announcement is made on a voluntary basis by Eternal Beauty Holdings Limited (the "**Company**"), together with its subsidiaries, the "**Group**"), and is intended to provide the shareholders and potential investors of the Company with an updated business development of the Group.

ESTABLISHMENT OF COOPERATION WITH CULTI

The Board of Directors of the Company (the "**Board**") is pleased to announce that since January 1, 2026, the Group has commenced the cooperation with CULTI 库俐缇 ("**CULTI**"), an Italian luxury fragrance brand. Through this cooperation, the Group has obtained the exclusive distribution rights of CULTI's products in the Chinese mainland, Hong Kong and Macau markets, and is responsible for implementing customized market entry and expansion strategies for the brand.

ABOUT CULTI

CULTI is a brand owned by the Italian company CULTI Milano S.p.A. The brand specializes in flameless fragrance, positioning itself in the premium lifestyle segment. It offers a complete aromatic experience spanning Italian home fragrances, car diffusers, personal care products and perfumes. CULTI aims to cultivate a "culture of home", artfully blending art and nature. This approach aligns seamlessly with the market's growing demand for "emotional well-being" and "value resonance".

REASONS FOR AND BENEFITS OF COOPERATION

This cooperation aims to strengthen the Group's high-end fragrance distribution network in China, enhance its market share in the home fragrance segment, expand the price-range coverage of its brand portfolio, capture the double-digit growth potential of the Chinese fragrance market, and inject sustainable business momentum into the Group.

Shareholders and potential investors of the Company are hereby advised that this announcement is made as a voluntary announcement to inform the public of the latest business development of the Company. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Company's securities.

By order of the Board
Eternal Beauty Holdings Limited
Mr. Lau Kui Wing
Chairman of the Board

Hong Kong, January 6, 2026

As at the date of this announcement, the Board comprises: (i) Mr. Lau Kui Wing, Ms. Lam King, Ms. Lau Wing Yin and Mr. Chu Wai Tsun, Baggio as executive directors and (ii) Mr. Tao Chi Keung, Mr. Nagy Guillaume Nicolas Sébastien and Ms. Chan Soh Cheng as independent non-executive directors.

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自願性公告

与CULTI建立合作關係

本公告乃穎通控股有限公司（「本公司」，連同其附屬公司統稱「本集團」或「穎通控股」）自願作出，旨在讓本公司股東和潛在投資者了解本集團的最新業務發展。

與CULTI建立合作關係

本公司董事會（「董事會」）欣然宣佈，自2026年1月1日起，本集團與意大利高端香氛品牌 CULTI 库俐缇（「CULTI」）建立合作關係。通過此合作，本集團已獲得 CULTI 旗下產品在中國內地、香港及澳門市場的獨家經銷權，並負責為該品牌實施定制化的市場進入與擴張計劃。

有關CULTI的資料

CULTI 系由意大利公司CULTI Milano S.p.A.持有的品牌，該品牌專注於无火香薰，定位高端生活，覆蓋意式家居香氛、車載香薰、個人護理产品及香水的全氛圍香氛體驗，打造“家的文化”，把藝術和自然巧妙融合，正契合市場對“情感健康”及“價值共鳴”的消費趨勢。

合作的理由及裨益

本次合作旨在強化本集團在中國的高端香氛分銷網絡，豐富家居香氛品類市場份額和品牌價位段版圖，捕捉中國香氛市場的雙位數增長潛力，為本集團注入可持續的業務動力。

本公司股東及投資者務請注意，本公告乃作為自願公告發佈，以知會公眾有關本公司的最新業務發展。本公司的股東及潛在投資者於買賣本公司股份時務請審慎行事。

承董事會命
穎通控股有限公司
董事會主席
劉鉅榮先生

香港，2026年1月6日

於本公告日期，董事會包括：(i)執行董事劉鉅榮先生、林荊女士、劉穎賢女士及朱維馴先生及(ii)獨立非執行董事陶志強先生、*Nagy Guillaume Nicolas Sébastien*先生及*Chan Soh Cheng*女士。