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POSITIVE PROFIT ALERT

This announcement is made by JNBY Design Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended June 30, 2021 (“**Fiscal Year 2021**”), the Group is expected to record an increase of over 80% in its net profit for Fiscal Year 2021 as compared to the net profit for the year ended June 30, 2020 (“**Fiscal Year 2020**”). The expected significant increase in net profit of the Group for Fiscal Year 2021 is mainly due to the facts that:

- (i) in Fiscal Year 2020, the sales volume of the Group was impacted by the novel coronavirus disease 2019 (the “**COVID-19**”) pandemic. However, in Fiscal Year 2021, the impact of the COVID-19 pandemic on the retail market in Mainland China has significantly reduced, with robust rebound expected in the revenue of all brands of the Group as compared to that of Fiscal Year 2020;
- (ii) continued upgrading and optimization of the stores and retail channels enabled the Group to deliver strong performance in group-wide omni channel retail, and make further improvement in product recognition and operational efficiency.

The information contained in this announcement is only based on a preliminary assessment by the Board on the information available for the time being, which has not been reviewed, confirmed or audited by the auditor of the Company. Therefore, such information is subject to adjustment and for investors' reference only. The Shareholders and potential investors are advised to carefully read the announcement of the annual results of the Company for Fiscal Year 2021 which is expected to be published by the end of August 2021.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board

JNBY Design Limited

Wu Jian

Chairman and Executive Director

Hong Kong, July 15, 2021

As of the date of this announcement, Mr. Wu Jian, Ms. Li Lin and Ms. Wu Huating are the executive directors of the Company; Mr. Wei Zhe is the non-executive director of the Company; and Mr. Lam Yiu Por, Ms. Han Min and Mr. Hu Huanxin are independent non-executive directors of the Company.