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This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not, and is not intended to, constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or in any other jurisdiction. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”) or securities law of any state or other jurisdiction of the United States and may not be offered, sold, pledged or otherwise transferred within the United States, except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act and in compliance with any applicable state securities laws. There will be no public offer of the Offer Shares in the United States. The Offer Shares are being offered and sold solely outside the United States in offshore transactions in reliance on Regulation S under the U.S. Securities Act and applicable laws of each jurisdiction where those offers and sales occur.

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the prospectus dated Wednesday, June 18, 2025 (the “**Prospectus**”) issued by Eternal Beauty Holdings Limited (頤通控股有限公司) (the “**Company**”) for detailed information about the Global Offering described below before deciding whether or not to invest in the Shares thereby being offered. The Company has not been and will not be registered under the U.S. Investment Company Act of 1940, as amended.

Unless otherwise defined in this announcement, capitalized terms used herein shall have the same meanings as those defined in the Prospectus.

In connection with the Global Offering, BNP Paribas Securities (Asia) Limited as stabilization manager (the “**Stabilization Manager**”) (or its affiliates or any person acting for it), on behalf of the Underwriters, the extent permitted by the applicable laws and regulatory requirements of Hong Kong or elsewhere, may over-allocate or effect transactions with a view to stabilizing or supporting the market price of the Shares at such price, in such amounts and in such manners as the Stabilization Manager, its affiliates or any person acting for it may determine and at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilization Manager (or its affiliates or any person acting for it) to conduct any such stabilizing action. Such stabilizing action, if taken, (a) will be conducted at the absolute discretion of the Stabilization Manager (or its affiliates or any person acting for it) and in what the Stabilization Manager reasonably regards as the best interest of the Company, (b) may be discontinued at any time and (c) is required to be brought to an end within 30 days of the last day for lodging applications under the Hong Kong Public Offering (which is Wednesday, July 23, 2025). Such Stabilizing action, if taken, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Potential investors should be aware that no stabilizing action can be taken to support the price of the Shares for longer than the stabilization period, which will begin on the Listing Date, and is expected to expire on the 30th day after the last day for lodging applications under the Hong Kong Public Offering (which is Wednesday, July 23, 2025). After this date, when no further stabilizing action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.

Potential investors of the Offer Shares should note that the Joint Sponsors and the Sponsor-Overall Coordinators (for themselves and on behalf of the Hong Kong Underwriters) shall be entitled to terminate their obligations under the Hong Kong Underwriting Agreement with immediate effect upon the occurrence of any of the events set out in the paragraph headed “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” in the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be on Thursday, June 26, 2025).



## Eternal Beauty Holdings Limited

穎通控股有限公司

(Incorporated in the Cayman Islands with limited liability)

### GLOBAL OFFERING

Total Number of Offer Shares under the Global Offering	:	333,400,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	:	33,340,000 Shares (subject to reallocation)
Number of International Offer Shares	:	300,060,000 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price	:	HK\$3.38 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.00565% and AFRC transaction levy of 0.00015% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal Value	:	HK\$0.001 per Share
Stock Code	:	6883

*Joint Sponsors, Sponsor-Overall Coordinators, Overall Coordinators, Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers*



**BNP PARIBAS**



**CITIC SECURITIES**

*Overall Coordinators, Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers*

*(in alphabetical order)*



**招銀國際**  
CMB INTERNATIONAL



**DBS**

*Joint Bookrunners and Joint Lead Managers*

*(in alphabetical order)*



**中港國際**  
CHINA HARBOUR



**第一上海**  
FIRST SHANGHAI GROUP



**富途證券**



**軟庫中華 SBI China**

## **IMPORTANT NOTICE TO INVESTORS: FULLY ELECTRONIC APPLICATION PROCESS**

We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide printed copies of the Prospectus to the public in relation to the Hong Kong Public Offering.

The Prospectus is available at the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) under “HKEXnews > New Listings > New Listing Information” and our website at [www.eternal.hk](http://www.eternal.hk). If you require a printed copy of the Prospectus, you may download and print from the website addresses above.

To apply for Hong Kong Offer Shares, you may use one of the following application channels:

<b>Application Channel</b>	<b>Platform</b>	<b>Target Investors</b>	<b>Application Time</b>
<b>HK eIPO White Form service</b>	<a href="http://www.hkeipo.hk">www.hkeipo.hk</a>	Applicants who would like to receive a physical Share certificate. Hong Kong Offer Shares successfully applied for will be allotted and issued in your own name.	From 9:00 a.m. on Wednesday, June 18, 2025 to 11:30 a.m. on Monday, June 23, 2025 (Hong Kong time).  The latest time for completing full payment of application monies will be 12:00 noon on Monday, June 23, 2025 (Hong Kong time).
<b>HKSCC EIPO channel</b>	Your broker or custodian who is a HKSCC Participant will submit an EIPO application on your behalf through HKSCC’s FINI system in accordance with your instructions.	Applicants who would not like to receive a physical Share certificate. Hong Kong Offer Shares successfully applied for will be allotted and issued in the name of HKSCC Nominees, deposited directly into CCASS and credited to your designated HKSCC Participant’s stock account.	Contact your broker or custodian for the earliest and latest time for giving such instructions, as this may vary by broker or custodian.

We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public. The contents of the electronic version of the Prospectus are identical to the printed document as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance.

If you are an **intermediary, broker or agent**, please remind your customers, clients or principals, as applicable, that the Prospectus is available online at the website addresses above.

Please refer to “How to Apply for Hong Kong Offer Shares” for further details on the procedures through which you can apply for the Hong Kong Offer Shares electronically.

Your application through the **HK eIPO White Form** service or the **HKSCC EIPO** channel must be for a minimum of 1,000 Hong Kong Offer Shares and in one of the numbers set out in the table below.

If you are applying through the **HK eIPO White Form** service, you may refer to the table below for the amount payable for the number of Hong Kong Offer Shares you have selected. You must pay the respective maximum amount payable on application in full upon application for Hong Kong Offer Shares.

If you are applying through the **HKSCC EIPO** channel, you are required to pre-fund your application based on the amount specified by your broker or custodian, as determined based on the applicable laws and regulations in Hong Kong.

No. of Hong Kong Offer Shares applied for	Maximum Amount payable <sup>(2)</sup> on application/ successful allotment <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Maximum Amount payable <sup>(2)</sup> on application/ successful allotment <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Maximum Amount payable <sup>(2)</sup> on application/ successful allotment <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Maximum Amount payable <sup>(2)</sup> on application/ successful allotment <i>HK\$</i>
1,000	3,414.09	20,000	68,281.75	100,000	341,408.74	3,000,000	10,242,261.90
2,000	6,828.17	25,000	85,352.18	200,000	682,817.45	4,000,000	13,656,349.20
3,000	10,242.26	30,000	102,422.62	300,000	1,024,226.19	5,000,000	17,070,436.50
4,000	13,656.35	35,000	119,493.05	400,000	1,365,634.92	6,000,000	20,484,523.80
5,000	17,070.44	40,000	136,563.49	500,000	1,707,043.66	7,000,000	23,898,611.10
6,000	20,484.53	45,000	153,633.93	600,000	2,048,452.38	8,000,000	27,312,698.40
7,000	23,898.62	50,000	170,704.36	700,000	2,389,861.11	9,000,000	30,726,785.70
8,000	27,312.70	60,000	204,845.24	800,000	2,731,269.85	10,000,000	34,140,873.00
9,000	30,726.79	70,000	238,986.11	900,000	3,072,678.56	12,000,000	40,969,047.60
10,000	34,140.87	80,000	273,126.99	1,000,000	3,414,087.30	14,000,000	47,797,222.20
15,000	51,211.31	90,000	307,267.86	2,000,000	6,828,174.60	16,670,000 <sup>(1)</sup>	56,912,835.29

*Notes:*

- (1) Maximum number of Hong Kong Offer Shares you may apply for and this is 50% of the Hong Kong Offer Shares initially offered.
- (2) The amount payable is inclusive of brokerage, SFC transaction levy, the Stock Exchange trading fee and AFRC transaction levy. If your application is successful, brokerage will be paid to the Exchange Participants (as defined in the Listing Rules) or to the **HK eIPO White Form** Service Provider (for applications made through the application channel of the **HK eIPO White Form** service) while the SFC transaction levy, the Stock Exchange trading fee and the AFRC transaction levy will be paid to the SFC, the Stock Exchange and the AFRC, respectively.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

## **APPLICATION FOR LISTING ON THE STOCK EXCHANGE**

The Company has applied to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option) and the Shares to be issued upon the exercise of any options granted under the Pre-IPO Share Option Scheme or may be granted under the Share Option Scheme.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Thursday, June 26, 2025, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Thursday, June 26, 2025.

## **STRUCTURE OF THE GLOBAL OFFERING**

The Global Offering comprises:

- (a) the Hong Kong Public Offering of initially 33,340,000 Shares (subject to reallocation) in Hong Kong as described in “—The Hong Kong Public Offering” below; and
- (b) the International Offering of initially 300,060,000 Shares (subject to reallocation and the Over-allotment Option) outside the United States (including to professional and institutional investors within Hong Kong) in offshore transactions in reliance on Regulation S under the U.S. Securities Act, as described in “—The International Offering” below.

The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in the section headed “Structure of the Global Offering” in the Prospectus.

In particular, subject to the requirements under Practice Note 18 of the Listing Rules and Chapter 4.14 of the Guide For New Listing Applicants issued by the Stock Exchange (the “**Guide**”), the Offer Shares may be reallocated from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Chapter 4.14 of the Guide, if such reallocation is done other than pursuant to clawback mechanism as described in the section headed “Structure of the Global Offering — the Hong Kong Public Offering — Reallocation” in the Prospectus, the maximum total number of Offer Shares available under the Hong Kong Public Offering shall 66,680,000 Offer Shares, representing twice the total number of Offer Shares initially available under the Hong Kong Public Offering and the Offer Price shall be fixed at the low-end of the indicative Offer Price range (i.e. HK\$2.80 per Offer Share) stated in the Prospectus.

In connection with the Global Offering, each of the Company and the Selling Shareholder is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Sponsor-Overall Coordinators (for themselves and on behalf of the International Underwriters).

Pursuant to the Over-allotment Option, the International Underwriters will have the right, exercisable by the Sponsor-Overall Coordinators (for themselves and on behalf of the International Underwriters) at any time from the Listing Date until 30 days after the last day for lodging applications under the Hong Kong Public Offering, being Wednesday, July 23, 2025, to require the Company to issue up to 15,350,000 OAO New Shares and the Selling Shareholder to sell up to 34,660,000 OAO Sale Shares, representing an aggregate of 50,010,000 additional Offer Shares and not more than 15% of the Offer Shares initially available under the Global Offering, at the Offer Price to, among other things, cover over-allocations in the International Offering, if any. In the event the Over-Allotment Option is exercised, an announcement will be made on the website of the Company at [www.eternal.hk](http://www.eternal.hk) and the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk).

## PRICING

The Offer Price will not be more than HK\$3.38 per Offer Share and is expected to be not less than HK\$2.80 per Offer Share, unless otherwise announced. Applicants under the Hong Kong Public Offering may be required to pay, on application (subject to application channels), the maximum Offer Price of HK\$3.38 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%, amounting to a total of HK\$3,414.09 for one board lot of 1,000 Shares.

## EXPECTED TIMETABLE

Hong Kong Public Offering commences . . . . . 9:00 a.m. on Wednesday,  
June 18, 2025

Latest time for completing electronic applications under the  
**HK eIPO White Form** service through the designated  
website at [www.hkeipo.hk](http://www.hkeipo.hk) . . . . . 11:30 a.m. on Monday,  
June 23, 2025

Application lists of the Hong Kong Public Offering open . . . . . 11:45 a.m. on Monday,  
June 23, 2025

Latest time for (a) completing payment for **HK eIPO White Form**  
applications by effecting internet banking transfer(s) or PPS  
payment transfer(s) and (b) giving **electronic application**  
**instructions** to HKSCC. . . . . 12:00 noon on Monday,  
June 23, 2025

If you are instructing your **broker** or **custodian** who is a HKSCC Participant to give **electronic application instructions** via FINI in accordance with your instruction to apply for Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions, which may be different from the latest time as stated above.

Application lists of the Hong Kong Public Offering close . . . . . 12:00 noon on  
Monday, June 23, 2025



Expected Price Determination Date. . . . . Tuesday, June 24, 2025

Announcement of the final Offer Price, the level of applications in the Hong Kong Public Offering, the level of indications of interest in the International Offering and the basis of allocation of the Hong Kong Offer Shares to be published on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and our website at [www.eternal.hk](http://www.eternal.hk) by . . . . . 11:00 p.m. on Wednesday, June 25, 2025

Results of allocation in the Hong Kong Public Offering to be available through a variety of channels as described in “How to Apply for Hong Kong Offer Shares — B. Publication of Results,” including through:

(1) in the announcement to be posted on our website and the website of the Stock Exchange at [www.eternal.hk](http://www.eternal.hk) and [www.hkexnews.hk](http://www.hkexnews.hk), respectively . . . . . 11:00 p.m. on Wednesday, June 25, 2025

(2) from the “Allotment Results” page at the designated results of allocation website at [www.tricor.com.hk/ipo/result](http://www.tricor.com.hk/ipo/result) or [www.hkeipo.hk/IPOResult](http://www.hkeipo.hk/IPOResult) with a “search by ID” function on a 24-hour basis from. . . . . 11:00 p.m. on Wednesday, June 25, 2025 to 12:00 midnight on Tuesday, July 1, 2025

(3) the allocation results telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from . . . . . Thursday, June 26, 2025 to Wednesday, July 2, 2025 (Hong Kong time) on a business day.

Share certificates in respect of wholly or partially successful applications to be dispatched or deposited into CCASS on or before . . . . . Wednesday, June 25, 2025

e-Auto Refund payment instructions or refund checks in respect of wholly or partially unsuccessful applications (or wholly successful applications, if applicable) to be dispatched on or before . . . . . Thursday, June 26, 2025

Dealings in the Shares on the Stock Exchange to commence at . . . . . 9:00 a.m. on Thursday, June 26, 2025

## SETTLEMENT

Subject to the granting of listing of, and permission to deal in, our Shares on the Stock Exchange and our compliance with the stock admission requirements of HKSCC, our Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in our Shares on the Stock Exchange or any other date as HKSCC chooses. Settlement of any transactions between participants of the Stock Exchange is required to take place in CCASS on the second settlement day after any trading day. All activities under CCASS are subject to the HKSCC Rules and HKSCC Operational Procedures in effect from time to time. Investors should seek the advice of their stockbroker or other professional advisers for details of the settlement arrangements as such arrangements may affect their rights and interests. All necessary arrangements have been made for our Shares to be admitted into CCASS.

## ELECTRONIC APPLICATION CHANNELS

**The Hong Kong Public Offering period will begin at 9:00 a.m. on Wednesday, June 18, 2025 and end at 12:00 noon on Monday, June 23, 2025 (Hong Kong time).**

To apply for Hong Kong Offer Shares, you may use one of the following application channels:

Application Channel	Platform	Target Investors	Application Time
HK eIPO White Form service	<a href="http://www.hkeipo.hk">www.hkeipo.hk</a>	Applicants who would like to receive a physical Share certificate. Hong Kong Offer Shares successfully applied for will be allotted and issued in your own name.	From 9:00 a.m. on Wednesday, June 18, 2025 to 11:30 a.m. on Monday, June 23, 2025 (Hong Kong time).  The latest time for completing full payment of application monies will be 12:00 noon on Monday, June 23, 2025 (Hong Kong time).
HKSCC EIPO channel	Your broker or custodian who is a HKSCC Participant will submit an EIPO application on your behalf through HKSCC's FINI system in accordance with your instructions.	Applicants who would not like to receive a physical Share certificate. Hong Kong Offer Shares successfully applied for will be allotted and issued in the name of HKSCC Nominees, deposited directly into CCASS and credited to your designated HKSCC Participant's stock account.	Contact your broker or custodian for the earliest and latest time for giving such instructions, as this may vary by broker or custodian.

The **HK eIPO White Form** service and the **HKSCC EIPO** channel are facilities subject to capacity limitations and potential service interruptions, and you are advised not to wait until the last day for applications to apply for Hong Kong Offer Shares.



## PUBLICATION OF RESULTS

The Company expects to announce the Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocations of Hong Kong Offer Shares on the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk) and our website at [www.eternal.hk](http://www.eternal.hk) by no later than 11:00 p.m. on Wednesday, June 25, 2025 (Hong Kong time).

The results of allocations and identification document numbers of successful applicants under the Hong Kong Public Offering will be available through a variety of channels at the times and date and in the manner specified in the section headed "How to Apply for Hong Kong Offer Shares — B. Publication of Results" in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price of HK\$3.38 per Offer Share (excluding brokerage, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee payable thereon) paid on application, or if the conditions of the Global Offering as set out in the section headed "Structure of the Global Offering – Conditions of the Global Offering" in the Prospectus are not satisfied or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee, will be refunded (subject to application channels), without interest.

No temporary document of title will be issued in respect of the Offer Shares. No receipt will be issued for sums paid on application. The Share certificates will only become valid evidence of title at 8:00 a.m. on Thursday, June 26, 2025 (Hong Kong time), provided that the Global Offering has become unconditional in all respects and the right of termination described in "Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination" has not been exercised. Investors who trade Shares prior to the receipt of Share certificates or prior to the Share certificates becoming valid evidence of title do so entirely at their own risk.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Thursday, June 26, 2025, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Thursday, June 26, 2025.

The Shares will be traded in board lots of 1,000 Shares each and the stock code of the Shares will be 6883.

This announcement is available for viewing on the website of the Company at [www.eternal.hk](http://www.eternal.hk) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

By order of the Board  
**Eternal Beauty Holdings Limited**  
穎通控股有限公司  
**Mr. Lau Kui Wing**  
Chairman of the Board

Hong Kong, June 18, 2025

*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.*