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International Housewares Retail Company Limited

國際家居零售有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1373)

VOLUNTARY ANNOUNCEMENT UPGRADE AND ELEVATION OF FLAGSHIP RETAIL BRAND



new flagship retail brand

This announcement is made voluntarily by the board of directors (the “Board”) of International Housewares Retail Company Limited (the “Company”, together with its subsidiaries, collectively referred to as the “Group” or “we”).

Strategic Upgrade and Elevation of Flagship Retail Brand

The Board is pleased to announce that, in celebration of JHC’s 35th anniversary, the Group is elevating to its next chapter with a rebranding. To align with our long-term objectives and strategic market positioning, the Group has initiated an upgrade and elevation of its flagship retail brand. Effective 15 July 2026, the flagship retail brand will officially be elevated from “JHC 日本城” to “JHC 真好城” (as illustrated above). This core initiative will be comprehensively driven by the following four pillars of business growth:

1. **Upgrading & Optimizing Product Portfolio for Quality & Value:** We are committed to continuously enhancing and fine-tuning our product assortment, as well as implementing quality testing protocols and certification processes for our OEM private label products. This will reinforce product safety and quality, delivering superior value and satisfaction to our customers.

2. **Enhancing Customer Shopping Experience:** We are dedicated to comprehensively elevating service standards across both physical retail stores and digital channels to deliver a seamless, customer-focused, and stress-free experience. We also introduce dedicated product-trial and interactive customer activities at designated stores to foster engagement and brand loyalty, anchoring “Truly Yours” as a deeply customer-centric retail shopping experience.
3. **Expanding Strategic Collaboration for a Community Lifestyle Platform:** We are forging strategic alliances and partnerships to co-create a platform that integrates daily living, shopping, and essential services. It is tailored to our communities’ needs by leveraging our extensive network of over 260 retail stores, thereby generating synergistic value.
4. **Driving the Silver Economy and Deliver ESG Social Inclusion:** We are building a diverse community retail network, seamlessly integrating this expansion with our commitment to ESG (Environmental, Social, and Governance) inclusion initiatives.

The Board believes that these brand upgrade and elevation form the cornerstone of the Group’s evolving business objectives to maximize shareholder and investor value.

By order of the Board
International Housewares Retail Company Limited
NGAI Lai Ha
Chairman and Executive Director

Hong Kong, 14 July 2026

As at the date of this announcement, the executive Directors are Ms. NGAI Lai Ha, Mr. LAU Pak Fai Peter and Mr. CHENG Sing Yuk, and the independent non-executive Directors are Mr. MANG Wing Ming Rene, Mr. NG Sze Yuen Terry and Mr. YEUNG Yiu Keung.