

16 December 2020

**High Concentration of Shareholding
in
EEKA Fashion Holdings Limited (Stock Code: 3709)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of EEKA Fashion Holdings Limited (“the Company”) in the hands of a limited number of shareholders as at 20 November 2020.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the shares of the Company (“Shares”) could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that as at 20 November 2020, 18 shareholders held an aggregate of 157,060,624 Shares, representing 22.93% of the issued Shares. Such shareholding, together with the 478,428,195 Shares (representing 69.84% of the issued Shares) held by two substantial shareholders, represented 92.77% of the issued Shares as at 20 November 2020. Therefore, only 49,561,376 Shares (representing 7.23% of the issued Shares) were held by other shareholders.

As at 20 November 2020, the shareholding structure of the Company was as follows:-

	Number of shares held (Shares)	% of total number of issued shares (%)
Koradior Investments Limited (Note 1)	279,715,000	40.83
Apex Noble Holdings Limited (Note 2)	198,713,195	29.01
A group of 18 shareholders	157,060,624	22.93
Other shareholders	49,561,376	7.23
Total	685,050,195	100.00

Note 1: The entire issued share capital of Koradior Investments Limited is wholly-owned by Mayberry Marketing Limited, which is in turn wholly-owned by BOS Trustee Limited as trustee of the Fiona Trust. The Fiona Trust is a discretionary trust set up by Mr. Jin Ming as settlor. The beneficiaries of Fiona Trust are Mr. Jin Ming, his spouse and his children. Mr. Jin Ming as founder of Fiona Trust is taken to be interested in the 279,715,000 Shares held by Koradior Investments Limited by virtue of Part XV of the Securities and Futures Ordinance (the “SFO”). Mr. Jin Ming is the chairman, chief executive officer and executive director of the Company.

Note 2: The entire issued share capital of Apex Noble Holdings Limited is wholly-owned by Heritage Holdings Limited, which is in turn wholly-owned by BOS Trustee Limited as trustee of Jin’s Heritage Trust. Jin’s Heritage Trust is a discretionary trust set up by Mr. Jin Rui as settlor. The beneficiaries of Jin’s Heritage Trust are Mr. Jin Rui, his spouse and his children. Mr. Jin Rui as founder of Jin’s Heritage Trust is taken to be interested in the 198,713,195 Shares held by Apex Noble Holdings Limited by virtue of Part XV of the SFO. Mr. Jin Rui is an executive director of the Company.



The closing price of the Company increased by 102.5% from HK\$8.92 on 2 September 2020 to HK\$18.06 on 20 November 2020.

On 9 October 2020, the Company announced the change in board lot size from 1,000 Shares to 500 Shares, with effect from 9:00 a.m. on 3 November 2020.

On 19 November 2020, the Company announced the successful launch of the second phase of the omni-channel project.

On 20 November 2020, the Company announced that a meeting will be held on 3 December 2020 to consider the declaration and payment of a special dividend. On 3 December 2020, the Company announced a special dividend of HK16 cents per share.

As at 15 December 2020, the Shares closed at HK\$14.92, representing an increase of 67.3% from the closing price of HK\$8.92 on 2 September 2020.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

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