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JNBY Design Limited 江南布衣有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 3306)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR, CHANGE IN COMPOSITION OF AUDIT COMMITTEE AND

CHANGE OF JOINT COMPANY SECRETARY, AUTHORISED REPRESENTATIVE AND PROCESS AGENT

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The board (the "Board") of directors (the "Board") of JNBY Design Limited (the "Company", together with its subsidiaries, the "Group") is pleased to announce that with effect from 8 September 2025, Mr. Wong Shun Tak ("Mr. Wong") has been appointed as an independent non-executive Director.

Biographical details of Mr. Wong are set out as follows:

Mr. Wong, aged 64, is currently an independent non-executive director and chairman of the audit committee of Xiaomi Corporation (a company listed on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), stock code: 1810). He is also an independent non-executive director, member of the audit committee, member of the environmental, social and governance committee, chairman of the nomination committee and chairman of the remuneration committee of Kingsoft Corporation Limited (a company listed on the Stock Exchange, stock code: 3888). He also serves as an independent non-executive director and chairman of the audit committee of Goodbaby International Holdings Limited (a company listed on the Stock Exchange, stock code: 1086).

Mr. Wong was a co-founder and concurrently acted as chief financial officer of Rokid Corporation Ltd., an artificial intelligence devices design and development company.

From October 2011 to July 2012, he successively served as an executive director and chief financial officer of Kingsoft Corporation Limited.

From August 2007 to September 2011, Mr. Wong served as vice president for finance and corporate control of Alibaba Group, an internet enterprise engaged in business-to-business international trade, retail and payment platform, data-centric cloud computing, etc. During his service with Alibaba Group, he also acted as chairman of the financial control committee.

From August 2003 to August 2007, Mr. Wong served as chief financial officer of Goodbaby Children Products Group ("Goodbaby"), a leading juvenile product manufacturer in China. Before joining Goodbaby, Mr. Wong worked as vice president for finance in IDT International Limited (a company listed on the Stock Exchange, stock code: 167) from September 2001 to July 2003.

In the past, Mr. Wong held key financial executive positions in various multinational companies, including financial controller of AMF Bowling, Inc. from November 1996 to March 1998 and of International Distillers China Ltd. from December 1993 to October 1996. Mr. Wong has extensive experience in financial control, operations, strategic planning and implementation, private equity investments and exit strategies.

Mr. Wong has a master's degree in Finance from the University of Lancaster in the United Kingdom and a master's degree in Accounting from Charles Stuart University in Australia. Mr. Wong is also a fellow CPA member of the Hong Kong Institute of Certified Public Accountants and a fellow member of Certified Practising Accountants Australia.

Mr. Wong has entered into a letter of appointment with the Company for an initial term of three years commencing on 8 September 2025, subject to retirement by rotation and re-election in accordance with the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") and the Company's articles of association as effective from time to time. Mr. Wong is entitled to receive a Director's fee of RMB300,000 per annum which were determined by the Board on the recommendation of the remuneration committee of the Company with reference to his qualifications, experience, duties and responsibilities, time commitment and remunerations paid by comparable companies.

As at the date of this announcement and save as disclosed in this announcement, Mr. Wong (i) does not have or is not deemed to have any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); (ii) does not hold any other positions with the Company or any members of the Group; (iii) does not have any relationship with any Directors, senior management or substantial shareholders or controlling shareholders (has the meaning as defined under the Listing Rules) of the Company; (iv) does not have

any other major appointments and professional qualifications; and (v) has not held any other directorships in public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years.

Mr. Wong has confirmed (a) his independence as regards to each of the factors contained in Rule 3.13(1) to (8) of the Listing Rules; (b) that save as disclosed in this announcement, he has no past or present financial or other interest in the business of the Company or its subsidiaries nor any connection with any core connected persons (has the meaning as defined under the Listing Rules) of the Company; and (c) that there are no other factors that may affect his independence at the time of his appointment.

Save as disclosed above, there are no other matters relating to the appointment of Mr. Wong that need to be brought to the attention of the shareholders of the Company or are required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules.

The Board would like to take this opportunity to express its warmest welcome to Mr. Wong in joining the Board.

CHANGE IN COMPOSITION OF AUDIT COMMITTEE

The Board is pleased to announce that Mr. Wong has been appointed as a member of the audit committee of the Company with effect from 8 September 2025.

CHANGE OF JOINT COMPANY SECRETARY, AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The Board announces that Ms. Ng Sau Mei ("Ms. Ng") has tendered her resignation as the joint company secretary of the Company (the "Joint Company Secretary"), the authorised representative of the Company under Rule 3.05 of the Listing Rules (the "Authorised Representative") and the authorised representative for acceptance of the service of process and notices on behalf of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the "Process Agent") due to other work arrangements with effect from 8 September 2025.

Ms. Ng has confirmed that she has no disagreement with the Board and there is no matter in relation to her resignation that needs to be brought to the attention of the shareholders of the Company and the Stock Exchange.

The Board is pleased to announce that, following Ms. Ng's resignation, Ms. Tsui Ka Yan ("Ms. Tsui") has been appointed as the Joint Company Secretary, the Authorised Representative and the Process Agent, with effect from 8 September 2025. Ms. Qian Xiaoping will continue to serve as the other Joint Company Secretary.

Ms. Tsui is an assistant manager of the Listing Services Department of TMF Hong Kong Limited and is responsible for provision of corporate secretarial and compliance services to listed company clients. She has over eight years of experience in the company secretarial field. She obtained a bachelor's degree of business administration in accountancy from City University of Hong Kong in July 2017. She is an associate member of both The Hong Kong Chartered Governance Institute and The Chartered Governance Institute in the United Kingdom.

The Board would like to take this opportunity to express its gratitude to Ms. Ng for her contribution to the Company during her tenure of office and also express its welcome to Ms. Tsui on her appointment.

By order of the Board
JNBY Design Limited
Wu Jian
Chairman and Executive Director

Hong Kong, 8 September 2025

As at the date of this announcement, Mr. Wu Jian, Ms. Li Lin and Ms. Wu Huating are the executive Directors; Mr. Wei Zhe is the non-executive Director; and Mr. Lam Yiu Por, Ms. Han Min, Mr. Hu Huanxin and Mr. Wong Shun Tak are the independent non-executive Directors.