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上海先鋒控股有限公司 Shanghai Pioneer Holding Ltd

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 01345)

VOLUNTARY ANNOUNCEMENT

SIGNING OF EXCLUSIVE DISTRIBUTION AGREEMENT WITH LABO

Recently, a subsidiary of Shanghai Pioneer Holding Ltd (the “**Company**”) signed an exclusive distribution agreement with LABO INTERNATIONAL S.r.l (“**Labo**”), a sister company of Labo Cosprophar AG from Switzerland. Pursuant to which, the Company will serve as an exclusive long-term partner of Labo to sell and promote Labo’s “LABO HAIR LOSS萊珀海洛詩” anti-hair loss vials (the “**Product**”) in the region of the People’s Republic of China (the “**PRC**”).

Labo is a Swiss skincare and hair care brand founded in Basel, Switzerland in 1986. The Product is a topical hair care cosmetic treatment in vials enriched with several exclusive active complexes, useful to help reduce physiological and non-pathological hair loss. The Product obtained approval for marketing as a special cosmetic from China’s National Medical Products Administration in December 2025 and demonstrated its efficacy and safety through clinical trials.

Against the backdrop of the increasingly widespread hair loss issues in the PRC and the growing demand from consumers for effective anti-hair loss and hair-strengthening products, the Company believes that obtaining the exclusive distribution right for the Product in the PRC is strategically significant to the Company. The Company’s Beauty Division will craft and implement a series of promotional strategies to expand product sales channels, with the goal of providing a better experience for Chinese consumers and creating promising returns for the Company and its shareholders.

By order of the Board
Shanghai Pioneer Holding Ltd
LI Xinzhou
Chairman

Hong Kong, 30 March 2026

As at the date of this announcement, the directors are Mr. LI Xinzhou, Mr. YANG Yuewen and Mr. ZHANG Quan as executive directors, Ms. HU Mingfei as a non-executive director, and Mr. ZHANG Hong, Mr. LAI Chanshu and Mr. ZHANG Changhai as independent non-executive directors.