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Smoore International Holdings Limited

思摩爾國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6969)

FINANCIAL UPDATE FOR THE PERIOD ENDED 30 SEPTEMBER 2025

This announcement is made by the board of directors (the “**Board**”) of Smoore International Holdings Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and based on the unaudited consolidated management accounts of the Company and its subsidiaries (collectively, the “**Group**”) for the three months ended 30 September 2025 (the “**Period**”).

EVE Energy Co., Limited (“**EVE Energy**”), one of the controlling shareholders of the Company listed on the Shenzhen Stock Exchange, is required to issue quarterly financial reports pursuant to the Rules Governing the Listing of Shares on the ChiNext Market of Shenzhen Stock Exchange. The quarterly financial reports of EVE Energy will include certain financial information which could be considered to be indicative of the Group’s total comprehensive income for the same period. The Company has decided that, in addition to the regulatory announcements of interim and annual financial results, the Company will also announce the Group’s total comprehensive income for first and third quarters of a financial year.

		Three Months Ended the Date Below Unaudited (RMB Million)				Nine Months Ended the Date Below Unaudited (RMB Million)		
	30 September 2025	30 June 2025	Quarter-on- quarter Change %	30 September 2024	Year-on- year Change %	30 September 2025	30 September 2024	Year-on- year Change %
Revenue ¹	4,196.8	3,291.8	27.5%	3,299.7	27.2%	10,210.1	8,383.3	21.8%
Profit before tax	432.7	444.1	−2.6%	512.6	−15.6%	1,131.4	1,324.2	−14.6%
Profit for the Period ²	316.9	299.9	5.7%	378.9	−16.4%	809.1	1,062.1	−23.8%
Total comprehensive income	284.2	293.3	−3.1%	330.0	−13.9%	785.4	1,054.6	−25.5%
Add: Share-based payment expenses	127.3	123.9	2.7%	48.2	164.1%	372.5	117.9	215.9%
Adjusted profit for the Period ²	444.2	423.8	4.8%	427.1	4.0%	1,181.6	1,180.0	0.1%

1 In view of the significant increase in technical service revenue obtained by the Group from the provision of research and development design services to customers, the relevant revenue has been included in the revenue starting from the 2024 Annual Report. The comparable financial data for the three months and nine months ended 30 September 2024 have been reclassified for presentation to ensure the comparability of financial data.

² Adjusted profit for the Period = Profit for the Period + Share-based payment expenses

The Group achieved revenue of approximately RMB4,196.8 million for the Period, setting a new record for the Group's quarterly revenue. This represented an increase of approximately 27.2% compared with the same period last year ("**Year-on-Year Growth**") and an increase of approximately 27.5% compared with the second quarter of this year ("**Quarter-on-Quarter Growth**"). Revenue from both the corporate client business and the self-branded business achieved satisfactory growth both on a year-on-year and quarter-on-quarter basis.

In terms of corporate client business, both the heat-not-burn business and electronic vaping business achieved healthy year-on-year and quarter-on-quarter growth. In the heat-not-burn business, the Group fully supported strategic clients in successfully launching new heat-not-burn products in more major global markets during the Period. This significant increase in product shipments drove rapid year-on-year and quarter-on-quarter revenue growth in this business. In the electronic vaping business, major countries around the world continued to strengthen their regulation of non-compliant products. Leveraging strong policy foresight and market insights, the Group supported more clients in launching new, compliant electronic vaping products, contributing to sustained year-on-year and quarter-on-quarter revenue growth in this business.

With regard to self-branded business, the launch of flagship series new products in the first half of this year was a successful iteration, and the consumer base continued to expand. Furthermore, the Group continued to strengthen local operations, increasing marketing investment tailored to local characteristics in key markets, driving continued growth in brand market share and driving healthy year-on-year growth in self-branded business revenue.

The Group's adjusted profit for the Period was approximately RMB444.2 million, representing a year-on-year increase of approximately 4.0% and a quarter-on-quarter increase of approximately 4.8%. The increase was primarily due to: 1) the growth in revenue and gross profit; 2) the growth rate of the three period expenses, distribution and selling expenses, administrative expenses and research and development expenses, was lower than the growth rate of revenue after excluding share-based payment expenses; and 3) the increase in other income and gains.

The information contained in this announcement is only based on the preliminary review on the unaudited consolidated management accounts of the Group, which have not been reviewed by the independent auditors. The aforesaid information may not be indicative of the financial performance of the Group for its full financial year. Shareholders and potential investors are advised not to place reliance on the aforesaid information and advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Smoore International Holdings Limited
Mr. Chen Zhiping
Chairman of the Board

Hong Kong, 12 October 2025

As at the date of this announcement, the Executive Directors are Mr. Chen Zhiping, Mr. Xiong Shaoming, Mr. Wang Guisheng and Ms. Wang Xin; the Non-executive Director is Ms. Jiang Min; and the Independent Non-executive Directors are Mr. Zhong Shan, Mr. Yim Siu Wing, Simon and Dr. Wang Gao.