For Immediate Release **Sep. 1, 2026**

SHEIN Global Holdings Limited
希音国际控股有限公司

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

(Stock Code: 00625)

SHEIN Officially Debuts on the Hong Kong Stock Exchange

Global Offering Successfully Completed, Opening a New Chapter of Long-Term Development

(Sep. 1, 2026 – Hong Kong) **SHEIN Global Holdings Limited** (the "Company"; Stock Code: 00625) today announced that its shares have commenced trading on the Main Board of The Stock Exchange of Hong Kong Limited.

Today, SHEIN Global Holdings Limited was officially listed on the Main Board of The Stock Exchange of Hong Kong Limited. The Global Offering was successfully completed, receiving broad attention and support from the global capital markets. In line with the use of proceeds disclosed in the prospectus, the Company intends to use the net proceeds to enhance its technological capabilities, enhance brand awareness and strengthen its global presence, promote corporate responsibility, and for general corporate purposes, supporting its long-term business development and the creation of sustainable value for its customers and shareholders.

The listing ceremony fully reflected the Company's global and diverse business footprint. Employees and partner representatives from China, Europe, the United States, Brazil, the Middle East and other countries and regions came together to witness the bell-ringing ceremony. The participants included warehouse employees involved in building the Company's global fulfilment network and continuously enhancing inventory turnover and fulfilment speed; China-based suppliers that have been transformed and upgraded through the digital enablement of SHEIN's end-to-end intelligent supply chain; and representatives of fashion brands empowered through the SHEIN Xcelerator Programme.

Representatives from across the value chain came together to mark a new milestone in the Company's development.

Commenting on the listing, the Company said, "SHEIN pioneered the LATR (Large-scale Automated Test and Reorder) model. For over a decade, we have developed this model into digital fashion infrastructure serving approximately 160 markets and 273 million active customers in 2025, opening a more refined and sustainable development path for the global fashion industry. Looking ahead, we will continue to innovate, optimize supply and create win-win outcomes with supply chain partners as well as integrate compliance, transparency and ESG principles throughout the entire value chain, with a view to enabling consumers around the world to enjoy the beauty of fashion."

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About SHEIN Global Holdings Limited

SHEIN Global Holdings Limited is a global online fashion and lifestyle company serving approximately 273 million active customers in approximately 160 markets in 2025. The Company has reimagined the pursuit of fashion by offering a large, inclusive selection of constantly refreshed products that satisfy consumers' diverse needs, with great value for money. The Company helps people around the world access fashion and celebrate their individuality. The Company is the largest online fashion destination and one of the top five apparel and footwear companies globally in terms of 2025 retail sales value.

The Company has pioneered a proprietary operating model, Large-scale Automated Test and Reorder (LATR), which is the ultimate solution for resolving the industry's longstanding trilemma. This model enables it to achieve an optimal balance among product selection variety, design refreshment speed and inventory management efficiency. The Company has a global network of partners. As the Company makes its supply chain more agile, strong and resilient, it empowers its partners to thrive and grow together with it.