Press Release

SHEIN's Net Revenues Reach US$20.1 Billion in the First Half of 2026, with Total Orders Growing 6.4% Year-over-Year as LATR Model Demonstrates Resilience

(Hong Kong, 28 September 2026) - SHEIN Global Holdings Limited ("SHEIN" or the "Company"; stock code: 00625) today announced its unaudited interim results for the six months ended 30 June 2026, the Company's first interim results since its listing on 1 September 2026. During the first half of 2026, total orders grew 6.4% year-over-year to 549 million, while net revenues increased 1.0% year-over-year to US$20.1 billion, demonstrating the resilience of the Company's proprietary LATR (Large-scale Automated Test-and-Reorder) operating model amid a challenging global consumer environment.

Second Quarter Financial and Operational Highlights

1) **Resilient Customer and Orders Momentum**
   a) **Active customers reached 291 million** in the twelve months ended 30 June 2026, up from 254 million in the twelve months ended 30 June 2025.
   b) **Total orders grew 7.6% year-over-year** to 298 million in the second quarter of 2026, underscoring the sustained relevance of the Company's offering in a cautious consumer environment.
   c) **Net revenues reached US$11.1 billion** for the second quarter of 2026, representing 0.9% year-over-year growth. Revenue growth was partly moderated by a higher marketplace mix, where the Company recognises service revenue rather than the full product value.

2) **Strong Cash Flow and Disciplined Cost Management**
   a) **Cash flow generation:** For the second quarter of 2026, net cash generated from operating activities was US$813 million, and the Company maintained a strong cash position with an aggregate amount of cash resources of US$15.2 billion as of 30 June 2026.
   b) **Profitability:** Adjusted net income for the second quarter of 2026 was US$228 million (2.1% of net revenues), impacted by elevated oil prices and freight costs which the Company chose to absorb to maintain a consistent pricing experience and order momentum.
   c) **Outlook:** Alongside ongoing cost optimisation and productivity initiatives, the Company remain cautiously optimistic on adjusted net income prospects in the second half of 2026.

LATR: Powering Growth and Innovation

a) **New Growth Engines:** Powered by LATR, the Company's core business continued to identify new growth drivers. In the second quarter of 2026, own brands MUSERA and Aloruh delivered strong year-over-year growth through category diversification into swimwear, sleepwear, sportswear, and formal dresses. The Company's emerging brand enablement business also gained momentum — AiiRZ recorded over 50% year-over-year order growth in the second quarter of 2026, while newer partners including KIZN, Baby Phat, and Fashion SZN each delivered strong sales milestones.

b) **Enhancing the Engine:** We continued to enhance LATR, deploying improved trend analysis for earlier demand signal detection, implementing centralised sourcing initiatives for procurement savings, and deploying an intelligent combined cutting system to improve fabric utilisation and labour efficiency. On fulfilment, we brought inventory closer to Europe to improve customer experience and deployed robotic picking and automated sortation at new facilities to improve efficiency and throughput.

c) **Design Integration and Brand Enablement:** We integrated our LATR supply chain with the Design X creative system, enabling partner brands and designers to leverage integrated tools to streamline workflows and significantly reduce design-to-product timelines.

4) **Strategic Priorities**

The Company's management team has outlined three key priorities over the next one to two years:

a) **Price range:** The Company sees significant opportunity to enrich its product price range by broadening consumer choice. As the product mix expands to include brands at higher price points, higher average selling prices are expected to translate into improved profitability given the strong operational leverage inherent in the business model. At the same time, the Company will continue to maintain and optimise its product offerings across existing price ranges, upholding SHEIN's value-for-money proposition. This enables the Company to meet diverse needs of consumers across different scenarios and price points.

b) **Quality and compliance:** The Company will further increase investment in quality, compliance and corporate transparency — to ensure consumers can buy with more confidence and to foster a clearer understanding that the Company's competitive advantage stems from the efficiency gains of high inventory turnover.

c) **Consumer communication:** The Company will engage in more proactive communication of its product differentiation — through enhancements to the app experience and a more deliberate approach to brand marketing.