



Evergreen Products Announces FY2023 Annual Results with Net Profit of HK\$48 million

(Hong Kong, 22 March 2024) – **Evergreen Products Group Limited** (“Evergreen” or the “Group”; HKEX stock code: 1962), a leading wholesaler of synthetic and real hair wigs and extensions, announces its 2023 revenue of HK\$979.2 million and profit for the year of HK\$48.2 million.

For the year ended 31 December 2023 (the “Year”), Evergreen recorded revenue of HK\$979.2 million, and gross profit was HK\$233.2 million, with gross profit margin increased by 0.46 percentage points to 23.82% in 2023 from 23.36% in 2022. The increase in gross profit margin was primarily due to better control of cost and a decrease in the marginal cost of wigs, hair accessories and other products. Net profit for the Year amounted to HK\$48.2 million. The Group’s basic earnings per Share attributable to equity shareholders of the Company for the Year were approximately HK8 cents.

The Board has recommended the payment of a final dividend of HK2.9 cents per Share for the Year. Together with an interim dividend of HK4.2 cents per Share already declared and paid, making a total dividend of HK7.1 cents per Share.

Business Review

During the Year, **wig, hair accessories and others** remained as the Group’s key product segment with its revenue at HK\$862.3 million, accounting for 88.1% of the Group’s total revenue, primarily due to the shift of product mix and an increase in sales of braid and special braid products. Meanwhile, revenue from **high-end human hair extensions** amounted to HK\$80.4 million and revenue from **Halloween products** was HK\$36.6 million.

The USA remained the Group’s principal market with revenue contribution accounting for 90.1% of the total revenue.

Moving forward, Evergreen will continue to enlarge its sales team to explore new market opportunities and establish more online stores on key and major cross-border e-commerce platforms to direct sales to the end customers, aiming to expand its customer base, to achieve a more balanced and healthy market layout, and enhance its risk resistance.

Mr. Felix Chang, Chairman, Chief Executive Officer and Executive Director of Evergreen, said, “Although the global economy has demonstrated a resilient recovery and the wigs market has huge

potential and good prospects, there are various challenges in the business operation environment. We have continuously optimised the production process and dispatched research and development technicians to increase the cooperative relationship with the key customers, as well as accurately adjusted the product mix and production capacities, to ensure the process of group production and operation is effective and efficient. Moving forward, we will continue to focus on our core business, closely monitor the latest development in the industry and adjust our strategies to explore new market opportunities to expand our customer base and enhance our risk resistance so as to provide the best interest to the shareholders of the Company in the medium to longer term.”

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About Evergreen Products Group Limited

Founded in 1962, Evergreen is one of the leading global manufacturers of hair goods. Since its establishment, the Group has gained unique competitive advantages in the global hair goods market by capitalising on its extensive industry knowledge, reputation for quality products, and comprehensive product portfolio. Headquartered in Hong Kong, the Group has two production centres in China and six production centres in Bangladesh. The Group employs more than 25,000 people around the world and operates in Hong Kong, China, Japan, and the United States.

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