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DICKSON CONCEPTS (INTERNATIONAL) LIMITED
迪生創建(國際)有限公司*
(incorporated in Bermuda with limited liability)

(Stock Code: 0113)

RENEWAL OF A CONTINUING CONNECTED TRANSACTION

The Board announces that on 6th March, 2026, the Fourth Renewal Exclusive Distribution Agreement was entered into between BIL, an indirect wholly-owned subsidiary company of the Company, as distributor and STDSA as principal regarding the appointment of the Group by STDSA as an exclusive distributor for certain luxury products under “S.T. Dupont” and “D” trademarks in the PRC (excluding Hong Kong) for a further period of three years commencing from 1st April, 2026 and ending on 31st March, 2029, which will renew the term of the Existing Exclusive Distribution Agreement upon its expiry on 31st March, 2026.

As STDSA is an associate of each of Sir Dickson Poon, the former Group Executive Chairman and a substantial shareholder of the Company, and Mr. Pearson Poon, the Chief Operating Officer, an Executive Director and a substantial shareholder of the Company, STDSA is therefore a connected person of the Company for the purpose of the Listing Rules. Accordingly, the Fourth Renewal Exclusive Distribution Agreement constitutes the Renewed Continuing Connected Transaction of the Company under Chapter 14A of the Listing Rules.

Given that the maximum annual cap payable by the Group under the Fourth Renewal Exclusive Distribution Agreement, is more than 0.1 per cent. but less than 5 per cent. of each of the applicable percentage ratios of the Company, the Fourth Renewal Exclusive Distribution Agreement is subject to announcement, annual reporting and annual review requirements under Rule 14A.35, Rule 14A.49 and Rules 14A.55 to 14A.59 of the Listing Rules respectively and is exempt from the circular and Independent Shareholders’ approval requirements under the Listing Rules.

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Principal :	STDSA
Distributor :	BIL
Subject :	Pursuant to the Existing Exclusive Distribution Agreement, STDSA appointed the Group as the exclusive distributor for certain luxury products including, but not limited to, lighters, smokers' articles, writing instruments, leather goods, belts as well as men's accessories under "S.T. Dupont" and "D" trademarks in the PRC (excluding Hong Kong).
Term of the Agreement :	<p>The Fourth Renewal Exclusive Distribution Agreement renewed the term of the Existing Exclusive Distribution Agreement upon its expiry on 31st March, 2026 for a further period of three years commencing 1st April, 2026 and ending on 31st March, 2029.</p> <p>Both parties may agree to and renew the Fourth Renewal Exclusive Distribution Agreement for a further term of three years subject to compliance with the applicable Listing Rules.</p>
Purchase Prices and Payment Term :	<p>The purchase prices of the luxury products are at the standard wholesale prices equivalent to the retail prices less normal trade discounts (in the range of 40 per cent. to 75 per cent.) as set by STDSA, to be settled in cash with a credit period of up to 45 days.</p> <p>The purchase prices and other terms of the luxury products are negotiated on an arm's length basis between the parties thereto and be determined based on normal commercial terms with reference to the prevailing market prices that are fair and reasonable to ensure that the purchase prices are no less favourable to the Group than those available from the independent third parties at the relevant time.</p>

The details of the Existing Exclusive Distribution Agreement were disclosed in the announcement of the Company dated 22nd March, 2023 (the "**March 2023 Announcement**").

The maximum annual caps paid / payable by the Group for the purchases of certain luxury products by the Group from STDSA for distributing the same throughout the PRC (excluding Hong Kong) under the Existing Exclusive Distribution Agreement for the financial years ended / ending 31st March, 2025 and 31st March, 2026 are HK\$71,600,000 and HK\$76,177,000 respectively as previously disclosed in the March 2023 Announcement. The purchases of certain luxury products by the Group from STDSA for distributing the same throughout the PRC (excluding Hong Kong) under the Existing Exclusive Distribution Agreement during the financial year ended 31st March, 2025 was HK\$40,272,000 which was below the maximum annual cap of HK\$71,600,000. The estimated transaction amount under the Existing Exclusive Distribution Agreement for the financial year ending 31st March, 2026 will be HK\$64,129,000 which will be below the maximum annual cap of HK\$76,177,000.

The maximum annual caps payable by the Group for the purchases of certain luxury products by the Group from STDSA for distributing the same throughout the PRC (excluding Hong Kong) under the Fourth Renewal Exclusive Distribution Agreement for the financial years ending 31st March, 2027, 31st March, 2028 and 31st March, 2029 will be HK\$80,161,000, HK\$88,177,000 and HK\$95,232,000 respectively which are more than 0.1 per cent. but less than 5 per cent. of each of the applicable percentage ratios of the Company. The said maximum annual caps were derived based on the market trend, the estimated annual growth of the said purchases, the Group's plan for further expansion of its retail network, the prevailing and the expected market conditions as well as the input of the management and general managers based on their experience and expertise.

REASONS FOR AND BENEFITS OF THE RENEWED CONTINUING CONNECTED TRANSACTION

The Renewed Continuing Connected Transaction is conducted on normal commercial terms and in the ordinary and usual course of business of the Group.

Purchases of certain luxury products under "S.T. Dupont" and "D" trademarks by the Group from STDSA for distributing the same throughout the PRC (excluding Hong Kong) under the Fourth Renewal Exclusive Distribution Agreement can ensure timely and reliable supply of certain luxury goods to the Group and thereby reduce the operational risks and can enhance the daily operation of the Group.

Given the above, the entering into of the Fourth Renewal Exclusive Distribution Agreement is a practical and commercial decision of the Group. Furthermore, the transaction under the Fourth Renewal Exclusive Distribution Agreement is in line with the Group's principal activity of the sale of luxury goods in Asia and will ensure continuous business growth and contribute to the Group's turnover and profits.

The Directors (except Mr. Pearson Poon who was considered to be materially interested in the transaction under the Fourth Renewal Exclusive Distribution Agreement due to his relationship with STDSA and he did not vote on the relevant resolution regarding the Renewed Continuing Connected Transaction), including the independent non-executive Directors, consider that (i) the entering into of the Fourth Renewal Exclusive Distribution Agreement is in the ordinary and usual course of business of the Group, on normal commercial terms which are fair and reasonable and were negotiated at arm's length, are no less favourable to the Group than those available from independent third parties; and (ii) the Renewed Continuing Connected Transaction is in the interests of the Company and its shareholders as a whole, and that the relevant maximum annual caps are fair and reasonable.

LISTING RULES IMPLICATIONS

As STDSA is an associate of each of Sir Dickson Poon, the former Group Executive Chairman and a substantial shareholder of the Company, and Mr. Pearson Poon, the Chief Operating Officer, an Executive Director and a substantial shareholder of the Company, STDSA is therefore a connected person of the Company for the purpose of the Listing Rules. Accordingly, the Fourth Renewal Exclusive Distribution Agreement constitutes the Renewed Continuing Connected Transaction of the Company under Chapter 14A of the Listing Rules. In view of the interests of Mr. Pearson Poon in the Fourth Renewal Exclusive Distribution Agreement, he has abstained from voting on the relevant resolution regarding the Renewed Continuing Connected Transaction.

Given that the maximum annual cap payable by the Group under the Fourth Renewal Exclusive Distribution Agreement is more than 0.1 per cent. but less than 5 per cent. of each of the applicable percentage ratios of the Company, the Fourth Renewal Exclusive Distribution Agreement is subject to announcement, annual reporting and annual review requirements under Rule 14A.35, Rule 14A.49 and Rules 14A.55 to 14A.59 of the Listing Rules respectively and is exempt from the circular and Independent Shareholders' approval requirements under the Listing Rules.

GENERAL

The Company is an investment holding company and the Group is principally engaged in the sale of luxury goods with a comprehensive retail network throughout Asia and in securities investments.

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise :-

“associate(s)”	has the meaning as ascribed under the Listing Rules
“BIL”	Bondwood Investments Limited (寶活投資有限公司), a company incorporated in Hong Kong with limited liability and indirectly wholly-owned by the Company, the principal activity of which is the sale and licensing of fashion products and accessories
“Board”	the board of Directors of the Company
“Company”	Dickson Concepts (International) Limited (迪生創建(國際)有限公司), a company incorporated in Bermuda with limited liability, the shares of which are listed on the Main Board of the Stock Exchange
“connected person(s)”	has the meaning as ascribed under the Listing Rules
“Director(s)”	the director(s) of the Company
“Existing Exclusive Distribution Agreement”	Third Renewal Exclusive Distribution Agreement dated 22nd March, 2023 entered into between STDSA as principal and BIL as distributor regarding the appointment of the Group by STDSA as an exclusive distributor for certain luxury products under “S.T. Dupont” and “D” trademarks in the PRC (excluding Hong Kong) for a further period of three years commencing from 1st April, 2023 and ending on 31st March, 2026

“Fourth Renewal Exclusive Distribution Agreement”	the Fourth Renewal Exclusive Distribution Agreement dated 6th March, 2026 entered into between STDSA as principal and BIL as distributor regarding the appointment of the Group by STDSA as an exclusive distributor for certain luxury products under “S.T. Dupont” and “D” trademarks in the PRC (excluding Hong Kong) for a further period of three years commencing from 1st April, 2026 and ending on 31st March, 2029, which will renew the term of the Existing Exclusive Distribution Agreement upon its expiry on 31st March, 2026
“Group”	the Company and its subsidiary companies
“Independent Shareholders”	shareholders of the Company, other than Sir Dickson Poon and Mr. Pearson Poon and their respective associates
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Mr. Pearson Poon”	Mr. Poon Dickson Pearson Guanda, the Chief Operating Officer, an Executive Director and a substantial shareholder of the Company. He is also a son of Sir Dickson Poon, the chairman of the supervisory board of STDSA and a beneficiary of the Trust
“percentage ratio(s)”	has the meaning as ascribed under the Listing Rules
“PRC”	the People’s Republic of China
“Renewed Continuing Connected Transaction”	the entering into of the Fourth Renewal Exclusive Distribution Agreement as described in this announcement which is subject to disclosure under the Listing Rules
“Sir Dickson Poon”	Sir Dickson Poon, the former Group Executive Chairman and a substantial shareholder of the Company. He is also the father of Mr. Pearson Poon
“STDSA”	S.T. Dupont S.A., a company incorporated in France with limited liability, the shares of which are listed on the Euronext Paris in France and which is owned as to 90.58 per cent. of its issued share capital as at 30th September, 2025 by a trust established for the benefit of the members of Sir Dickson Poon’s family (the “Trust”), together with its subsidiary companies, which are principally engaged in the manufacture and distribution of luxury lighters, writing instruments, leather goods, accessories, ready-to-wear clothing, watches and fragrances
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

“substantial shareholder(s)”

has the meaning as ascribed under the Listing Rules

“HK\$”

Hong Kong dollars, the lawful currency of Hong Kong

As at the date of this announcement, the Board comprises :-

Executive Directors:

Chan Hon Chung, Johnny Pollux

(Acting Chairman)

Poon Dickson Pearson Guanda

(Chief Operating Officer)

Lau Yu Hee, Gary

Independent Non-Executive Directors:

Bhanusak Asvaintra

Nicholas Peter Etches

Fung Yue Ming, Eugene Michael

Lam Sze Wan Patricia

By Order of the Board

Or Suk Ying, Stella

Company Secretary

Hong Kong, 6th March, 2026

** For identification purposes only*