



TEXWINCA Holdings Limited

Stock Code : 321.HK

Grand Opening of Baleno's New Headquarters in Dongguan Automated Warehouse Accelerates E-commerce Expansion

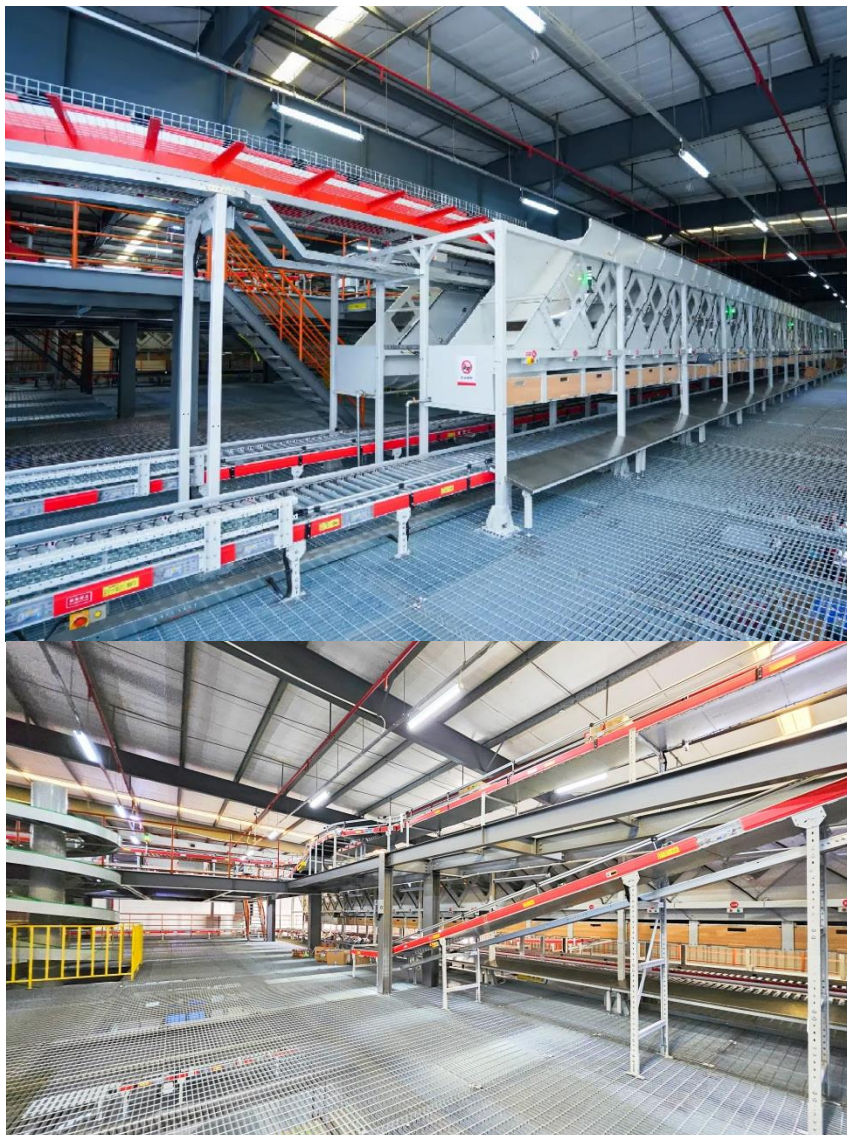
(Hong Kong - July 25, 2024) **Texwinca Holdings Limited** ("Texwinca" or the "Company", together with its subsidiaries, the "Group", stock code: 321.HK), a leading one-stop listed textile enterprises, is pleased to announce that its retail brand Baleno has officially relocated its headquarters to the Group's headquarters in Dongguan, China, and has commenced operations. This marks the completion of Baleno's resource optimization and integration plan. With the centralized resource management and support of the Group, Baleno is set to achieve stronger synergies, driving brand influence and leading to a gradual rise in profitability.



The opening ceremony was held on July 18 at the new Dongguan headquarters, attended by Chairman Mr. Poon Bun Chak (center), CEO Mr. Ho Lai Hong (second from left), Executive Director Mr. Poon Ho Tak (second from right), Baleno Executive Director Mr. Wu Chi Hang (far right), and Director of Texwinca Creative Center Mr. Poon Ho Yan (far left).

On the day of the relocation, Baleno's newly established automated warehouse also commenced operations. Together with the digital upgrade of the supply chain platform, these initiatives greatly improve distribution efficiency and streamline warehouse operation, facilitating vertical integration with the Group and achieving efficient operations.

In recent years, Baleno has actively pursued breakthroughs and achieved encouraging results. In 2023, Baleno deepened its development in the E-commerce sector, successfully increasing the revenue contribution of E-commerce through new business models with E-commerce partners, achieving synergies between online and offline operations, and rapidly enhancing brand influence and market share. Meanwhile, the product team further enhanced Baleno's branding through product differentiation, continuously upgrading and launching functional products favored by consumers.



The new headquarters integrates functions of administration, sales, R&D, and logistics. Equipped with advanced hardware such as spiral lifts and conveyor belts, the automated warehouse is capable of handling over 150,000 items everyday, improving operational efficiency.



At the celebration ceremony, **Mr. Poon Bun Chak, Chairman of Texwinca**, stated: "The grand opening of Baleno's new headquarters marks a milestone in the brand's development journey. Dongguan, as an important manufacturing hub and cross-border logistics center in the Greater Bay Area of China, offers abundant resources and a superior geographical location, providing strong support for Baleno's future development. We hope that through this integration, we can further enhance Baleno's brand competitiveness, expand market share, improve profitability, and steadily advance in the casual wear industry, achieving long-term sustainable development."

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About Texwinca Holdings Limited (Stock code: 321.HK)

Established in 1975, Texwinca was listed on The Stock Exchange of Hong Kong in 1992. The Company operates as one of the top one-stop listed textile enterprises, mainly engaging in the production and distribution of knitted fabrics, cotton yarn, and garments with dual-location manufacturing in Chinese Mainland and Vietnam. Texwinca operates its casual wear retail business under the brand name "Baleno" in Chinese Mainland, Hong Kong, and Indonesia. The Company is actively exploring global markets through consignment and franchise model, aiming to expand its presence worldwide.

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