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New Sparkle Roll International Group Limited
新耀萊國際集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 970)

VOLUNTARY ANNOUNCEMENT CLARIFICATION REGARDING SHAREHOLDING IN BANG & OLUFSEN A/S

This announcement is made by New Sparkle Roll International Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis.

The board of directors of the Company (the "**Board**") has noted certain recent media reports and market rumors regarding the Company's shareholding status in Bang & Olufsen A/S ("**B&O**"), a Danish audio products company.

As at the date of this announcement, the Group holds approximately 11.54% of the issued shares of B&O. The Board wishes to clarify that, based on the present circumstances and the Board's current assessment of the Group's investment in B&O, the Group currently has no plan to dispose of its shareholding in B&O.

The above reflects the Group's current intention as at the date of this announcement only and should not be regarded as a commitment by the Group to maintain any particular level of shareholding in B&O for any specific period. The Board will continue to evaluate the Group's investment in B&O from time to time having regard to market conditions, the Group's investment objectives and strategy, and other relevant factors. Accordingly, nothing in this announcement constitutes a legally binding commitment, undertaking or guarantee by the Group in respect of its future shareholding in B&O. The Group's current position may therefore change in light of future circumstances.

Shareholders and investors are reminded that information not published by the Company may not accurately reflect the Company's status, and the Company does not accept responsibility for the accuracy or completeness of such information. Shareholders and investors should refer to announcements and other publications made by the Company and published on the website of The Stock Exchange of Hong Kong Limited.

By Order of the Board
New Sparkle Roll International Group Limited
JU Qinghao
Chairman

Hong Kong, 16 October 2026

As at the date of this announcement, the Company has one executive Director, Mr. JU Qinghao, and three independent non-executive Directors, Ms. WANG Hui, Mr. LI Yunjiu and Ms. MA Shuyang.