Cowell e Holdings Inc.
高偉電子控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1415)

VOLUNTARY ANNOUNCEMENT IN RELATION TO SHARE REPURCHASE PLAN

This announcement is made by Cowell e Holdings Inc. (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to the shareholders of the Company (the "**Shareholders**") and potential investors.

Reference is made to the circular of the Company dated 27 April, 2026 and the announcement of the Company dated 28 May, 2026, in relation to, among others, the general mandate to repurchase (the "**2026 Repurchase Mandate**") shares of the Company (the "**Shares**") granted by the Shareholders to the directors of the Company (the "**Directors**") at the annual general meeting of the Company held on 28 May, 2026 (the "**2026 AGM**").

The board (the "**Board**") of Directors hereby announces that on 3 July 2026, the Board has authorised and approved a share repurchase plan (the "**Share Repurchase Plan**"), under which the Company may repurchase Shares for an aggregate consideration of up to HKD320 million for the period from the approval date up to 3 July 2027.

The Company's proposed repurchases may be made from time to time through open market transactions on the Stock Exchange at prevailing market prices, in block trades and/or through other legally permissible means, depending on the market conditions and in accordance with the articles of association of the Company, the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), the Codes on Takeovers and Mergers and Share Buy-backs (the "**Takeovers Code**") and all applicable laws and regulations of Hong Kong and the Cayman Islands. The repurchases under the Share Repurchase Plan shall be conducted by exercising the powers under the 2026 Repurchase Mandate granted (until the conclusion of the upcoming annual general meeting of the Company), or the new share repurchase mandate(s) to be granted (after the expiry of the 2026 Repurchase Mandate, as the case may be), to the Board by way of ordinary resolutions passed by the Shareholders at the annual general meeting of the Company held each year to repurchase Shares not exceeding 10% of the total number of issued Shares (excluding treasury shares). For the avoidance of doubt, any repurchase of the Shares after the expiry of the 2026 Repurchase Mandate shall be subject to the new share repurchase mandate(s) to be granted to the Board at the annual general meeting of the Company to be held in 2027. The Board will review the Share Repurchase Plan periodically, and may authorize adjustments of its terms and size or suspend or discontinue the plan. The Company expects to finance the repurchases under the Share Repurchase Plan with its available cash balance and internal resources, while maintaining sufficient financial resources for the continued growth of its operations.

The Board believes that the Share Repurchase Plan reflects the Company's strong confidence in its strategic roadmap and future value creation, and will ultimately benefit the Company and create value for its Shareholders.

The Directors have no intention to exercise any repurchase mandate to the extent that would result in the number of Shares in the hands of the public falling below the minimum percentage as prescribed by the Stock Exchange or give rise to an obligation to make a general offer to the Shareholders under Rules 26 and 32 of the Takeovers Code.

The Company may cancel or hold in treasury such repurchased shares subject to market conditions and the Group's capital management needs at the relevant time of the repurchases, in each case in accordance with the relevant repurchase mandate, articles of association of the Company, applicable laws and regulations and the Listing Rules. The Company will comply with the disclosure obligation under the Listing Rules in relation to any changes in its issued shares arising from the Share Repurchase Plan, including the publication of the next day disclosure return on the Stock Exchange's website and on the Company's website.

Shareholders and potential investors should note that any repurchase of Shares may be subject to market conditions and at the Board's absolute discretion. There is no assurance of the timing, quantity or price of any share repurchase or whether or not the Company will complete any share repurchase, and there is no assurance that the new share repurchase mandate(s) will be approved by the Shareholders at the annual general meeting of the Company to be held in 2027. Shareholders and potential investors should therefore exercise caution when dealing in the Shares.

By order of the Board
Cowell e Holdings Inc.
Meng Yan
Chairman

Hong Kong, 3 July 2026

As at the date of this announcement, the Board comprises Mr. Meng Yan and Mr. Wu Ying-Cheng as executive directors; Mr. Chen Han-Yang and Mr. Yang Li as non-executive directors; and Ms. Su Yen-Hsueh, Mr. Tsai Chen-Lung and Ms. Liu Xia as independent non-executive directors.