

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Blue Moon Group Holdings Limited

藍月亮集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6993)

PROFIT WARNING

This announcement is made by Blue Moon Group Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on preliminary information including the unaudited management accounts of the Group, the consolidated profit attributable to equity holders of the Company is expected to decrease by not less than approximately HK\$230 million for the year ended 31 December 2023 (“**FY2023**”), as compared to the consolidated profit attributable to equity holders of the Company of approximately HK\$611.4 million for the year ended 31 December 2022.

The expected decrease in profit is mainly attributable to the increased expenditure in sales and marketing, including increased promotion via different sales channels, multimedia, omni-channel and consumer education to enhance the coverage of various sales and distribution channels and new products.

The information contained in this announcement is only based on the Company’s preliminary assessment of information including the unaudited management accounts of the Group currently available which has not been reviewed by its auditors nor reviewed or approved by the audit committee of the Board. The above information may therefore be different from the audited consolidated annual results of the Group for FY2023. The Company is in the process of preparing for and finalising the annual results for FY2023 and expects to publish the annual results announcement of the Company on or before 31 March 2024.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Blue Moon Group Holdings Limited
PAN Dong
Chairman & Executive Director

Hong Kong, 17 January 2024

As at the date of this announcement, the Board comprises Ms. PAN Dong, Mr. LUO Qiuping, Ms. LUO Dong, Mr. POON Kwok Leung and Ms. XIAO Haishan as Executive Directors; and Mr. Bruno Robert MERCIER, Ms. NGAN Edith Manling and Mr. HU Yebi as Independent Non-executive Directors.