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## **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)**

### **BUSINESS UPDATE**

This announcement is made by Blue Moon Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep its shareholders and potential investors abreast of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company and potential investors that the Company, via a wholly-owned subsidiary (the “**Project Company**”), has successfully bid for the land use right of a land parcel situated in Huangpu District, Guangzhou, with a gross site area of approximately 40,785 square metre (the “**Land**”) for 50-year term, for development into a multi-purpose complex. The Project Company has entered into a State-owned Land Use Right Transfer Contract in respect of the Land with the Guangzhou Planning and Natural Resources Bureau (廣州市規劃和自然資源局) to obtain the land use right.

For the development of the Land, the Project Company has also entered into an Investment and Output Regulatory Agreement with the Guangzhou Development Area Economic and Information Technology Bureau (廣州開發區經濟和信息化局), pursuant to which the Group agreed to develop the Land into a laundry services and headquarter complex, which integrates smart laundry services, research and development, headquarter operations and other educational and ancillary functions of the Group under the concept of “Jie Jing Zhi Du” (潔淨之都) (the “**Project**”). The estimated investment amount in the Project is not less than RMB890 million, to be funded by phases over an expected period of four years, comprising acquisition costs of the Land, construction costs and other capital expenditure, working capital and other expenses, which is subject to the terms of further definitive agreements to be entered into with different parties. The Project will be funded by cash flows from operating activities and net proceeds from the Company’s initial public offering. The Company will comply with the applicable requirements under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as appropriate.

In recent years, the Group has been active in developing and promoting scientific laundry methods and cleaning knowledge, aimed at tackling consumers’ cleaning challenges and realizing more efficient and convenient laundry processes. The Project provides an opportunity for our business expansion, not only laying a solid foundation for long-term development but also enabling the integration of the Group’s various functional departments to enhance operational management capabilities and improve efficiency. Upon completion of the Project, it is expected that the Group will achieve our development strategic objectives, including perfecting our full-chain cleaning ecosystem, and strengthening the Group’s influence in the laundry products and services sector.

**Implementation of the Project is subject to the Group entering into further definitive agreements and other factors such as market conditions and relevant policies and therefore may or may not be proceeded with in the manner mentioned above. The shareholders of the Company 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, 3 April 2025

*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.*