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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)

REDUCTION OF LOSS

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 Group expects to record a reduction of not less than 50% in its loss attributable to equity holders of the Company for the year ended 31 December 2025 (“**FY2025**”) as compared to the loss attributable to equity holders of the Company of approximately HK\$749.3 million for the year ended 31 December 2024.

The expected reduction in the Group’s loss attributable to equity holders of the Company is mainly due to the improvement in the Group’s overall operational efficiency and the reflection of the results of its channel strategy investments. For FY2025, the Group expects to achieve a significant reduction in losses for the period. Cost optimisation and process simplification have enabled the Group to allocate resources more accurately and efficiently, cutting down redundant expenditures. Meanwhile, the Group has continued to invest in the promotion of new products and knowledge-based marketing, identifying “achieving omnichannel reach for concentrated liquid laundry detergents and other new products” as one of its core strategic expenditures. It is committed to popularising the method of scientific washing and expanding the consumer reach of new products. Investment in channel strategy has expanded the market coverage of products and enhanced customer reach. Through continuous investment in emerging e-commerce platforms and promotion of new products, we have successfully attracted more new customers among the younger demographic.

In 2025, the Group further consolidated its product market share by consistently driving the popularisation of concentrated liquid laundry detergents. In the second half of 2025, the Group began to actively promote its JingXiang foaming body wash (淨享泡沫沐浴露), which features an innovative foam technology and a mild amino acid cleaning formula. This product meets consumers’ demands for convenient, efficient, safe and healthy lifestyles. By expanding the promising personal care market and optimising its product mix, the Group has laid a solid foundation for the further development of full-category products in the future.

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 and the relevant business data 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 consolidated results of the Group for FY2025. The Company is in the process of preparing for and finalising the results for the FY2025 and expects to publish the annual results announcement of the Company on or before 31 March 2026.

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, 12 January 2026

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.