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MAOGEPING

BEAUTY

MAO GEPING COSMETICS CO., LTD.

毛戈平化妝品股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 1318)

POSITIVE PROFIT ALERT

This announcement is made by Mao Geping Cosmetics Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on information currently available to the Company and the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025, the Group is expected to record a revenue of approximately RMB2.57 billion to RMB2.60 billion for the six months ended June 30, 2025, representing an increase of approximately 30.4% to 31.9% compared with the same period last year; and a net profit of approximately RMB665 million to RMB675 million, representing an increase of approximately 35.0% to 37.0% compared with the same period last year.

The Board believes that the main reasons for the Group’s performance growth are as follows:

The Company has consistently adhered to the business philosophy of “generating value for consumers” and has continued to provide beauty enthusiasts with high-quality products and services, thereby building competitive brand value. The growing consumer recognition of MAOGEPING as a premium brand continues to turn into long-term momentum for the Group’s business growth, driving steady overall performance improvement.

As of the date of this announcement, the Company is still in the process of finalizing its unaudited consolidated interim results of the Group for the six months ended June 30, 2025. The information contained in this announcement is only a preliminary assessment by the Board based on the figures and information currently available, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company nor reviewed by the audit committee of the Company. The actual results of the Group for the six months ended June 30, 2025 may differ from the information contained in this announcement. Shareholders and potential investors should refer to and carefully read the announcement of the interim results of the Group for the six months ended June 30, 2025, which is expected to be released in late August 2025.

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

By order of the Board
Mao Geping Cosmetics Co., Ltd.
MAO Geping
Chairman of the Board and Executive Director

Hong Kong
August 12, 2025

As of the date of this announcement, the board of directors of the Company comprises: (i) Mr. MAO Geping, Ms. WANG Liquan, Ms. MAO Niping, Ms. MAO Huiping, Mr. WANG Lihua and Ms. SONG Hongquan as executive directors; and (ii) Mr. GU Jiong, Mr. HUANG Hui and Mr. LI Hailong as independent non-executive directors.