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Laopu Gold Co., Ltd.
老鋪黃金股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 6181)

POSITIVE PROFIT ALERT

This announcement is made by Laopu Gold Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”, “**our**” or “**we**”) 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 under 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 “**Board**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the year ended December 31, 2025 (the “**Year of 2025**”) and the information currently available to the Board, it is expected that for the Year of 2025, the Group will achieve:

1. Sales (tax-inclusive revenue): in the range of approximately RMB31,000 million to RMB32,000 million, representing an increase of approximately 216% to 227% as compared to the year ended December 31, 2024 (the “**Year of 2024**”);
2. Revenue: in the range of approximately RMB27,000 million to RMB28,000 million, representing an increase of approximately 217% to 229% as compared to the Year of 2024;
3. Non-IFRS adjusted net profit (excluding the effects of employee share-based payments): in the range of approximately RMB5,000 million to RMB5,100 million, representing an increase of approximately 233% to 240% as compared to the Year of 2024;
4. Net profit: in the range of approximately RMB4,800 million to RMB4,900 million, representing an increase of approximately 226% to 233% as compared to the Year of 2024.

To the best knowledge of the Board, the increase in revenue and net profit mentioned above was mainly due to:

- (i) The continuous expansion of brand influence, leading to the dominant market position of the Group which resulted in a significantly increased overall revenue from both online and offline boutiques;

- (ii) The continuing optimization, promotion and iteration of the Group's products which ensured the sustained high growth in online and offline revenue; and
- (iii) The fact that, as compared to 2024, the Group newly opened ten boutiques and optimized and expanded nine boutiques in 2025, which generated incremental revenue contribution.

As at the date of this announcement, the Company is still in the process of finalizing the annual results of the Group for the Year of 2025. The information contained in this announcement is only the preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the year ended December 31, 2025 and information currently available to the Board as at the date of this announcement which have neither been audited or reviewed by the Company's auditors nor reviewed by the Company's audit committee and may be subject to finalization and possible adjustments arising from further review. Shareholders and potential investors of the Company are advised to carefully read the annual results announcement of the Company for the year ended December 31, 2025, which is expected to be published in March 2026.

Shareholders and potential investors of the Company should exercise caution when dealing in the Company's shares.

By order of the Board
Laopu Gold Co., Ltd.
老鋪黃金股份有限公司
XU Gaoming
Chairman and Executive Director

Hong Kong, March 11, 2026

As at the date of this announcement, the Board of Directors of the Company comprises (i) Mr. Xu Gaoming, Mr. Feng Jianjun, Mr. Xu Rui and Mr. Jiang Xia as executive directors; and (ii) Mr. Sun Yijun, Dr. He Yurun and Mr. See Tak Wah as independent non-executive directors.

Note: To supplement our financial information which is presented in accordance with IFRS Accounting Standards, we use non-IFRS adjusted net profit as an additional financial measure, which is not required by, or presented in accordance with IFRS Accounting Standards. We define adjusted net profit as profit from operations excluding employee share-based payment. We believe that this non-IFRS measure facilitates comparisons of results of operations from period to period and company to company by eliminating potential impacts of items that our management does not consider to be indicative of our operating performance. We believe that this measure provides useful information to investors and others in understanding and evaluating our consolidated operating performance in the same manner as they help our management. However, our presentation of non-IFRS adjusted net profit may not be comparable to a similarly titled financial measure presented by other companies. The use of this non-IFRS measure has limitations as an analytical tool, and investors should not consider it in isolation from, or as substitute for analysis of, our results of operations or financial condition as reported under IFRS Accounting Standards.