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**MIXUE Group**  
**蜜雪冰城股份有限公司**

*(A joint stock company incorporated in the People's Republic of China with limited liability)*  
**(Stock Code: 2097)**

**ANNUAL RESULTS ANNOUNCEMENT**  
**FOR THE YEAR ENDED DECEMBER 31, 2025**

The board (the “**Board**”) of directors (the “**Directors**”) of MIXUE Group (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces the consolidated annual results of the Company for the year ended December 31, 2025 (the “**Reporting Period**”), together with the comparative figures for the year ended December 31, 2024.

In this announcement, “we”, “us”, and “our” refer to the Company and where the context otherwise requires, the Group.

**ANNUAL RESULTS HIGHLIGHTS**

	<b>For the year ended December 31,</b>		
	<b>2025</b>	<b>2024</b>	<b>Year-on-year</b>
	<b>RMB'000</b>	<b>RMB'000</b>	<b>change</b>
Revenue	<b>33,559,923</b>	24,828,874	35.2%
Gross profit	<b>10,451,762</b>	8,060,207	29.7%
Profit for the year	<b>5,927,077</b>	4,454,203	33.1%
Basic earnings per share (RMB)	<b>15.65</b>	12.32	27.0%

## **MANAGEMENT DISCUSSION AND ANALYSIS**

### **FINANCIAL REVIEW**

#### **Revenue**

The Group recorded a revenue of RMB33,559.9 million in 2025, representing an increase of 35.2% as compared with RMB24,828.9 million in 2024. Such increase was primarily attributed to higher revenue from sales of goods and equipment, as well as increased revenue generated from franchise and related services.

Revenue from sales of goods and equipment increased by 35.3% from RMB24,208.8 million in 2024 to RMB32,766.0 million in 2025. Revenue from franchise and related services increased by 28.0% from RMB620.1 million in 2024 to RMB793.9 million in 2025. Such increase was primarily attributed to the expansion of our store network.

#### **Cost of sales**

Our cost of sales increased by 37.8 % from RMB16,768.7 million in 2024 to RMB23,108.2 million in 2025, primarily driven by an increase in sales.

#### **Gross profit**

In 2025, the gross profit of the Group was RMB10,451.8 million, representing an increase of 29.7% as compared with RMB8,060.2 million in 2024.

In particular, the gross profit margin for sales of goods and equipment decreased from 31.2% in 2024 to 29.9% in 2025, primarily attributed to the changes in the income structure and the increases in the procurement costs of certain raw materials.

The gross profit margin of our franchise and related services improved from 80.4% in 2024 to 82.6% in 2025, primarily due to the enhanced economies of scale resulting from the continuous expansion of our franchise store network.

## **Other income and gains, net**

Our other income and gains, net increased by 58.4% from RMB219.5 million in 2024 to RMB347.6 million in 2025. This was primarily due to the rise in interest income in line with our increasing time deposits and the higher returns from wealth management products, partially offset by foreign exchange losses from foreign currency deposits.

## **Selling and distribution expenses**

Our selling and distribution expenses increased by 27.3% from RMB1,599.5 million in 2024 to RMB2,036.9 million in 2025. Sales and distribution expenses accounted for 6.1% of our total revenue, remaining generally stable as compared with 6.4% in 2024.

## **Administrative expenses**

Our administrative expenses increased by 43.2% from RMB755.1 million in 2024 to RMB1,081.5 million in 2025. Administrative expenses accounted for 3.2% of our total revenue, remaining generally stable as compared with 3.0% in 2024.

## **Research and development expenses**

Our research and development expenses decreased by 3.4% from RMB104.9 million in 2024 to RMB101.3 million in 2025. Research and development expenses accounted for 0.3% of our total revenue, remaining generally stable as compared with 0.4% in 2024.

## **Finance costs**

Our finance costs decreased by 23.4% from RMB6.4 million in 2024 to RMB4.9 million in 2025, primarily due to the reduction in interest expenses incurred from bank loans in 2025.

## **Income tax expense**

Our income tax expense increased by 19.7% from RMB1,356.4 million in 2024 to RMB1,623.1 million in 2025, primarily due to the increase in our profit before tax.

## **Profit for the year**

As a result of the aforementioned changes, our profit for the year increased by 33.1% from RMB4,454.2 million in 2024 to RMB5,927.1 million in 2025.

## **Liquidity and source of funding**

The Group has adopted a prudent liquidity management policy. During the year ended December 31, 2025, we funded our cash requirements principally through cash generated from our operations. As of December 31, 2025, the Group's cash and cash equivalents, time deposits and restricted cash and financial assets at fair value through profit or loss amounted to RMB19,990.0 million, representing an increase of 79.9% as compared to RMB11,109.5 million as of December 31, 2024, mainly attributable to (i) net cash generated from operating activities, and (ii) proceeds from our public offering in Hong Kong and the exercise of the over-allotment option in the Reporting Period.

## **Interest-bearing bank borrowings**

As of December 31, 2025, the Group had the interest-bearing bank borrowings of RMB28.2 million (as of December 31, 2024: Nil).

## **Significant investments**

The Group did not make or hold any significant investments on a standalone basis as of December 31, 2025 (including any investment in an investee company with a value of 5% or more of the Group's total assets as of December 31, 2025) (as of December 31, 2024: Nil).

## **Material acquisitions and disposals**

The Group did not have any material acquisitions or disposals of subsidiaries, consolidated affiliated entities, associates and joint ventures during the year ended December 31, 2025.

## **Charge on assets**

As of December 31, 2025, the Group did not have any pledge or charge on assets except for the restricted cash pledged for guaranteed bank loans (as of December 31, 2024: Nil).

## **Future plans for material investments or capital assets**

The Group did not have detailed future plans for material investments or capital assets as of December 31, 2025.

## **Gearing ratio**

As of December 31, 2025, the Group's gearing ratio (i.e. total liabilities divided by total assets as of the end of the period and multiplied by 100%) was 19.6%, compared with 23.9% as of December 31, 2024.

## **Foreign exchange exposure**

During the Reporting Period, the vast majority of our revenue and expenditures were denominated in Renminbi, while the net proceeds from the Global Offering (as defined in the Prospectus) were in Hong Kong dollars. Fluctuations in the exchange rate between the Renminbi and the Hong Kong dollar will affect the relative purchasing power in Renminbi in terms of the proceeds from our Global Offering. The Group will monitor our foreign currency exposure closely, and will take measures when necessary to make sure the foreign exchange risks are manageable.

## **Contingent liabilities**

The Group had no material contingent liabilities as of December 31, 2025 (as of December 31, 2024: Nil).

## **Capital commitment**

As of December 31, 2025, capital commitment of the Group was RMB301.8 million (as of December 31, 2024: RMB398.6 million), mainly used for building production factories and purchasing production facilities and others.

## **Employees and remuneration**

As of December 31, 2025, the Group had a total of 9,102 employees (as of December 31, 2024: 7,025). The total employee remuneration expenses for the year ended December 31, 2025, including share-based compensation expenses, were RMB2,071.0 million, as compared to RMB1,448.0 million for the year ended December 31, 2024.

Our employees' remuneration mainly comprises salaries, bonuses and social security contributions. We participate in various employee social security plans that are organized by applicable local municipal and provincial governments, including housing, pension, medical, work-related injury, maternity, and unemployment benefit plans.

We provide our employees with opportunities to develop their knowledge and skills. We have an effective training system, including orientation and continuous on-the-job training, to improve the knowledge and skill levels of our workforce. Our orientation for newly joined employees covers corporate culture and policies, as well as an introduction to our business and daily operational processes. Our periodic on-the-job training encompasses subjects ranging from day-to-day operations to general management skills, consistently enhancing employees' overall professional capabilities.

## BUSINESS REVIEW

We are a leading global freshly-made drinks company. We are committed to providing high-quality value-for-money products to consumers, including freshly-made fruit drinks, tea drinks, ice cream, coffee and fresh beer, typically priced around one U.S. dollar (approximately RMB6) per item. We have three major brands – our freshly-made tea drinks brand, MIXUE, our freshly-made coffee brand, Lucky Cup, and our fresh beer brand, FULU Fresh Beer. In 2025, we ranked 62nd in the global food and beverage industry in terms of gross merchandise value (GMV).

We strengthen our core competitiveness through a holistic strategy that drives excellence across supply chain, brand IP and store operations, propelling overall cost leadership. First, we consistently enhance our best-in-class, end-to-end supply chain encompassing procurement, production, logistics, R&D and more, underpinned by rigorous quality control and efficiency optimization measures, to offer products with higher quality and greater value for money. Second, we strive to build household brands and endearing IPs to capture consumer mindshare. Meanwhile, we implement standardized operation management systems, enabling scalable growth through a healthy and sustainable franchise model. We also continue to improve our digital operation capabilities to provide consumers with a better consumption experience.

In 2025, we continued to focus on supply chain enhancement, brand IP building, and store operation optimization in domestic and overseas markets, aiming to create high-quality value-for-money products and engaging experiences for our consumers. As of December 31, 2025, we have built a network of approximately 60,000 stores worldwide (covering China and 13 other countries).

- In China, MIXUE has steadily grown its store network and deepened its penetration in lower-tier markets, while enhancing the quality of store operations. By leveraging our robust supply chain and strong operational capabilities, Lucky Cup consistently strengthens its differentiated advantages and accelerates store expansion. During the Reporting Period, we completed the strategic acquisition of FULU Fresh Beer, further extending our value proposition by offering high-quality value-for-money products in the fresh beer segment.
- Overseas, we continued to develop the Southeast Asian market while tapping into new markets in due course. In Indonesia and Vietnam, we focused on optimizing existing stores' operations to support their long-term, sustainable, and stable operations. During the Reporting Period, the number of stores in these two countries decreased. Meanwhile, MIXUE entered the Kazakhstan and American markets, while Lucky Cup opened its first stores in Malaysia and Thailand, further expanding our global store network.

In 2025, the freshly-made drinks industry underwent profound changes, bringing new operational challenges. During the year, third-party online platforms increased subsidies for freshly-made drinks consumption. This not only brought greater exposure to the industry but also accelerated the shift of orders to online channels, testing brands' digital operational capabilities. Furthermore, subsidy-driven promotions raised consumers' expectations for value for money, setting a higher bar for product competitiveness across the industry. To navigate this landscape, we continued to strengthen our core capabilities. While further solidifying our core competitiveness built on "Supply Chain + Brand IP + Store Operations," we also prioritize improving our digital operational capabilities and product value-for-money, proactively addressing the evolving challenges brought by industry transformation.

## **Our Brands and Products**

### ***Our Freshly-Made Tea Drinks Brand – MIXUE***

Through an extensive store network in and outside China, MIXUE primarily offers high-quality value-for-money freshly-made fruit drinks, tea drinks and ice cream to consumers. Our core MIXUE products typically have a price range of RMB2 to RMB8. Our MIXUE product offerings are rich and diverse, including classic, seasonal and regional drinks, comprehensively addressing consumers' needs across different consumption scenarios.

In 2025, the performance of MIXUE's classic drinks remained steady, with Freshly-Squeezed Lemonade, Fresh Ice Cream, Jasmine Green Milk Tea, Orange Punch, and Bubble Tea ranking among the top five best-selling items. We also introduced new products during the year, such as taro ice cream series, as well as blueberry, green grape, and apple drink series.

### ***Our Freshly-Made Coffee Brand – Lucky Cup***

Building on MIXUE's success, we launched our freshly-made coffee brand Lucky Cup in 2017 to further expand our product categories. At Lucky Cup, we offer high-quality value-for-money coffee and other drinks made with meticulously selected ingredients and equipment. Our core Lucky Cup products typically have a price range of RMB2 to RMB11. Lucky Cup primarily offers freshly-made coffee drinks, ranging from classic products to trendy, innovative ones, to meet diverse consumer demands.

In 2025, Lucky Cup launched over 10 new fruit coffee products, typically priced at RMB6 to RMB8. We selected seasonal fruits such as oranges, green grapes, guava, apples, pomegranates, passionfruit, lychees, and strawberries, leveraging professional techniques to blend these fruits with freshly-ground coffee to create refreshing and unique flavors. In addition, Lucky Cup launched nearly ten new flavored milk coffee products, including rose sea salt, red bean, browned butter and caramel milk flavors, typically priced between RMB9 and RMB10. With innovative recipes, quality raw materials, and highly competitive pricing, Lucky Cup's fruit coffee products have gained widespread popularity among consumers.

### ***Our Fresh Beer Brand – FULU Fresh Beer***

In 2025, we completed the strategic acquisition of FULU Fresh Beer, further extending our value proposition by offering high-quality value-for-money products in the fresh beer segment. Leveraging product strengths including "quality ingredients, meticulous brewing techniques, fresh taste, and a wide variety of flavors," as well as a fresh-on-tap consumption experience, FULU Fresh Beer primarily provides consumers with fresh beer products priced at approximately RMB6 to RMB10 per 500mL. FULU Fresh Beer has built a diverse product portfolio covering classic fresh beers as well as innovative fresh beers such as fruit beer, tea beer, and milk beer, to meet the diverse consumption needs of the mass market.

## Our Store Network

We continue to expand our global store network. As of December 31, 2025, our extensive store network spans approximately 60,000 stores worldwide, serving consumers with high-quality value-for-money products. We have established a store presence across 31 provinces, autonomous regions and municipalities, including over 300 cities of all tiers in Chinese mainland. Our extensive geographic reach and deep penetration set us apart from other freshly-made drinks brands in Chinese mainland. As of December 31, 2025, we have also established a presence outside Chinese mainland with approximately 4,500 overseas stores. We are steadily extending our global footprint by continuously broadening our presence in Southeast Asia and entering new markets, including Kazakhstan and the United States in 2025.

In China, during 2025, MIXUE comprehensively enhanced its store operational quality by improving existing smart store solutions, enhancing online channel operational capabilities, and further strengthening food safety training and controls, while steadily expanding its store network and penetrating lower-tier markets. Since October 2024, we have been testing and installing smart drink dispensers (智能出液機) across MIXUE stores nationwide. As of December 31, 2025, our smart drink dispensers have been deployed in over 13,000 MIXUE stores. This large-scale rollout has further improved store-level operational efficiency, enhanced product standardization, reduced food safety risks, and improved consumer experience. Leveraging our robust supply chain and strong operational capabilities, we consistently strengthen Lucky Cup's differentiated advantages by enhancing product competitiveness while expanding its store network to reach a wider range of consumers. In addition, during the Reporting Period, we completed the strategic acquisition of FULU Fresh Beer, which extended our product portfolio from freshly-made fruit drinks, tea drinks, ice cream, and coffee to include fresh beer, further meeting consumers' common demands for high-quality value-for-money products, and building a more influential global food and beverage brand.

In overseas markets, during 2025, we continuously focused on enhancing supply chain efficiency, strengthening brand and IP development, and optimizing store operations to offer products with higher quality and greater value-for-money and bring better experiences to consumers. In Indonesia and Vietnam, we are focused on optimizing existing stores' operations to support their long-term, sustainable and stable operations. During the Reporting Period, the number of stores in these two countries decreased. Meanwhile, MIXUE entered the Kazakhstan and American markets, and Lucky Cup opened its first stores in Malaysia and Thailand, further expanding our global store network.

The following table sets forth the number of our stores in and outside Chinese mainland as of the dates indicated.

	As of December 31,	
	2025	2024
Chinese mainland	55,356	41,584
Outside Chinese mainland	4,467	4,895
Total	<u>59,823</u>	<u>46,479</u>

The following table sets forth the number of our stores in Chinese mainland by city tier and their percentages of the total number of stores in Chinese mainland as of the dates indicated.

	As of December 31,			
	2025		2024	
	Number of stores	%	Number of stores	%
First-tier cities	2,635	4.8%	1,983	4.8%
New first-tier cities	10,036	18.1%	8,143	19.6%
Second-tier cities	10,566	19.1%	7,600	18.2%
Third-tier and below cities	32,119	58.0%	23,858	57.4%
<b>Total number of stores in Chinese mainland</b>	<b>55,356</b>	<b>100.0%</b>	<b>41,584</b>	<b>100.0%</b>

### Our Franchise Model

We primarily employ a franchise model to grow our store network. Under this model, we authorize our franchisees to sell freshly-made drinks through franchised stores under our brands, while purchasing store supplies and equipment from us as part of their daily operations. Franchisees are the owners of these stores and are accountable for their results of operations. We also stipulate that franchisees adhere to our comprehensive, standardized operational procedures and requirements.

Under the philosophy of aligning interests with franchisees, we have systematically devised a range of policies and measures to establish a healthy and sustainable franchise model. We empower our franchisees with comprehensive support covering site selection, training and store operations, helping them achieve sustained growth while also laying a solid foundation for the sustainable development of our business. In terms of our revenue model, franchise and related service fees are not our primary sources of revenue. In 2025, the revenue from franchise and related services accounted for only 2.4% of our total revenue. Our expansive and highly efficient supply chain provides franchisees with a competitive one-stop solution, improving their competitiveness and profitability while effectively elevating consumer experience. Meanwhile, we further support our franchisees with standardized management and a highly-digitalized operational system to enhance their operational efficiency. By aligning interests with franchisees, we have together achieved an unparalleled store scale.

The following table sets forth the movement of the number of our franchised stores in and outside Chinese mainland for the years indicated.

	Year Ended December 31,	
	2025	2024
At the beginning of the year	46,462	37,516
Openings during the year	14,496	10,555
Acquisitions during the year <i>(see Note)</i>	1,354	—
Closures during the year	(2,527)	(1,609)
At the end of the year	<b>59,785</b>	<b>46,462</b>

*Note:* On October 1, 2025, we announced that we had entered into an investment agreement and an equity transfer agreement for the strategic acquisition of FULU Fresh Beer. As of December 1, 2025 (the date we completed the aforementioned strategic acquisition), FULU Fresh Beer had 1,354 franchised stores. The change in the number of franchised stores of FULU Fresh Beer from December 1, 2025 to December 31, 2025 is included in the number of “Openings during the year” and “Closures during the year” in 2025 as set out in the table above.

Our strong brands and products drove a high-quality expansion of our franchised store network during 2025. The number of our franchised stores increased from 46,462 as of December 31, 2024 to 59,785 as of December 31, 2025. The number of franchised store closures was 1,609 and 2,527 in 2024 and 2025, respectively.

As our store network grew, the number of franchisees also increased during 2025. The number of our franchisees rose from 20,976 as of December 31, 2024 to 27,450 as of December 31, 2025.

We strategically opened a limited number of self-operated stores primarily to gain operating insights and reinforce our brands. The number of our self-operated stores was 17 and 38 as of December 31, 2024 and December 31, 2025, respectively. In 2025, the number of our self-operated stores increased, mainly due to the strategic acquisition of FULU Fresh Beer. As of December 1, 2025 (the date we completed the aforementioned strategic acquisition), FULU Fresh Beer had 20 self-operated stores.

## **Our Supply Chain**

As the first company to establish centralized factories in the freshly-made drinks industry in China, we operate an expansive and highly digitalized end-to-end supply chain and self-produce 100% of our core ingredients. This strategic layout secures high product quality and fosters key competitive advantages.

- **Procurement.** Our extensive and digitalized global procurement network gives us access to quality raw materials, including food commodities, agricultural products and other auxiliary materials. With a vast procurement network that extends to raw material origins and our large procurement scale, we are able to secure many core raw materials at prices below the industry average. This enables us to attract consumers and franchisees by offering products with greater value-for-money.
- **Production.** In 2012, we became the first company to establish centralized factories in the freshly-made drinks industry in China. Currently, we have five production bases in Henan, Hainan, Guangxi, Chongqing and Anhui. Through our in-house R&D and production capabilities, we offer a one-stop ingredients solution covering full product categories, including syrups, milk, tea, coffee, fruit, grains and condiments. The cost advantages brought by our extensive scale and sophisticated, intelligent production management make it difficult for other companies within our industry to replicate and achieve the same level of quality and value-for-money for core ingredients.
- **Logistics.** As early as 2014, we became the first player in China’s freshly-made drinks industry to build our own logistics system. Our self-operated warehouse system and dedicated delivery network support an extensive store network in and outside China. As of December 31, 2025, our warehouse system in China consists of 28 warehouses, and our distribution network covers 33 provincial-level regions, including over 300 cities. In addition, we have established local warehouse systems and delivery networks in eight overseas countries.

- **R&D.** Our comprehensive R&D efforts cover application R&D for product flavors and recipes, as well as fundamental R&D for ingredient-related technologies, production techniques, recipes and equipment. Our unique strength lies in our ability to seamlessly integrate both application and fundamental R&D into our freshly-made drinks, allowing us to continuously upgrade our core ingredients while consistently offering high-quality value-for-money drinks that meet consumer demand.
- **Quality control.** Leveraging our digitalized supply chain management system, we have established a high-standard, farm-to-table quality control system. From direct sourcing to production and logistics, we implement and maintain robust quality control standards throughout the entire supply chain to consistently deliver high-quality products to consumers.

## Our Iconic IP – “Snow King” (雪王)

In 2018, to humanize our MIXUE brand and deepen our emotional connection with consumers, we introduced Snow King, an endearing cartoon character who holds an ice cream scepter, as our lifelong MIXUE brand ambassador. Since his debut, Snow King has endeared himself to fans with his upright, friendly, passionate, and determined personality.

We consistently create high-quality, fun and engaging content centered on Snow King’s adorable persona. Most notably, Snow King stars in the music video for our catchy and melodious MIXUE theme song, “I Love You, You Love Me, MIXUE Ice Cream & Tea,” as well as two animated TV series, “The Legend of Snow King” and “Snow King and the Sands of Mystery,” launched in 2023 and 2024, respectively. In May 2025, we released “The Legend of Snow King” in five languages, including English, French and Portuguese for global distribution, introducing Snow King’s sweet stories to audiences worldwide and enhancing his global influence. Furthermore, we continue to enrich Snow King IP’s cultural connotations and explore its cultural potential. During the year, we launched collaborations with “Journey to the West” and the intangible cultural heritage of Tang Sancai (Tang tri-colored glazed pottery), using Snow King IP as a medium to allow traditional culture to reach consumers in a more vivid and lively way, achieving a fusion of brand IP and traditional culture.

In January 2025, we opened a MIXUE flagship store near Zhengzhou East Railway Station in Henan Province, China, capitalizing on this important transportation hub’s advantageous location and plentiful foot traffic. Featuring specialty drinks and Snow King-themed merchandise, this store provides a multifunctional space that showcases our brand, enriches consumer experience, and fosters cultural connection and exchange. Beyond strengthening the MIXUE brand and Snow King’s influence, this flagship store has emerged as a regional cultural destination and a benchmark for flagship store innovation. As of December 31, 2025, we have opened MIXUE flagship stores in 23 cities across China, including Zibo, Baoding, Chongqing, and Hangzhou, continuously enhancing the brand and the influence of Snow King IP.

Through years of content creation and IP operations, Snow King has become the sole iconic IP in China’s freshly-made drinks industry, deepening our emotional connections with consumers and setting our brand apart from other brands in the industry.

## Marketing

Our value proposition of offering high-quality value-for-money products and our brand culture centered around sweetness and love have made MIXUE a household brand with a vast consumer and fan base.

We have established a comprehensive branding and marketing matrix to accelerate brand building. On online channels, we leverage creative marketing content centered around Snow King. As of December 31, 2025, the hashtag #MIXUE had garnered over 65.3 billion views on Douyin. In offline scenarios, we connect with our consumer base with our extensive network of easily accessible stores and a variety of activities such as Snow King parades and exhibitions, the inaugural flight of the Snow King-themed painted airplane, the Snow King's birthday celebration, and the "MIXUE Lucky Bag Festival." We also seamlessly integrate online and offline marketing activities to maximize the effectiveness of marketing campaigns.

## Digitalization

Digitalization plays a key role in our efforts to enhance operational efficiency and achieve sustainable growth. Our comprehensive digital infrastructure spans key aspects of our business, including online ordering, store operations, supply chain and corporate management. Moreover, we directly interact with our consumers through our proprietary MIXUE and Lucky Cup apps and Mini Programs on Weixin and Alipay, bringing us first-hand consumer insights that inform and optimize our product innovation and operational decisions. We continuously enrich and improve the features of our apps and mini programs, as well as our membership system, to provide consumers with a more convenient and valuable consumption experience, thereby strengthening our connection with consumers.

## BUSINESS OUTLOOK

In 2026, to address an ever-evolving market environment and emerging challenges, we will uphold our business philosophy of being "customer-centric and result-driven" and build sustainable global brands lasting for centuries with the following strategies:

- ***Solidifying our strong leadership in China's freshly-made drinks industry and pursuing overseas expansion opportunities***

Across the Chinese market, we will take proactive steps to navigate market changes, continuously elevate store operations, and support the steady expansion of our store network. For MIXUE, we will continue to improve store management while exploring new markets and deepening our presence in existing ones, reaching a broader consumer base and ensuring the sustainable growth of our extensive network. For Lucky Cup, we will stay closely attuned to consumer needs, continuously strengthen our product offerings, and enhance operational quality and efficiency, while progressively expanding our nationwide footprint. For FULU Fresh Beer, we will focus on strengthening in-house production capabilities to ensure a higher-quality, more stable product supply. Leveraging the Group's strong operational capabilities, we will optimize store management and steadily develop a nationwide network. Rooted in our value proposition of offering high-quality value-for-money products, we are confident in our ability to consistently meet widespread domestic consumer demand for products that deliver both quality and value-for-money.

Overseas, we will continue to deepen our presence in the Southeast Asian market and continue to expand and enhance our franchised store network locally. Meanwhile, we plan to tap into other markets in due course to build a globally influential food and beverage brand. We will formulate and dynamically refine our market expansion strategies from a holistic perspective, taking into account the business environment and store performance in each country or region, while comprehensively evaluating factors such as population size, economic growth, income level, cultural characteristics, consumer preferences, etc.

- ***Further strengthening infrastructure and operational systems to fulfill our vision to build brands lasting for centuries***

First, we will enhance our end-to-end supply chain to meet consumers' growing demands for value for money. In China, we will continue to deepen and broaden our supply chain, secure more diverse premium resources and build a more agile and efficient cold chain logistics system. Meanwhile, we will steadily invest in production capabilities, leverage new technologies and materials to scale fundamental R&D, and further advance application R&D for freshly-made drinks that is centered on real ingredients, fresh flavors and pure tastes. Internationally, we aim to establish a global supply chain system that mirrors the excellence of our domestic operations. By building a more flexible, locally-adapted global supply chain platform, we will further strengthen our end-to-end "Global Procurement, Global Production, and Global Sales" model. This will provide robust support for our globalization strategies and overseas business expansion.

Additionally, we are committed to advancing our digitalization and intelligentization efforts across business processes, enhancing operational efficiency and quality. For example, at the store level, we will continue to enhance our digital operational capabilities to provide consumers with a better experience. Meanwhile, we will continuously improve our smart store solutions, covering site selection, store operations, and store supply replenishment systems, to empower our franchisees. On the production side, we will further enhance our advanced manufacturing capabilities across automation, digitalization, and intelligentization, while fully utilizing leading equipment, robotics and advanced production management systems to improve production efficiency and quality.

Furthermore, we will further cultivate our brand IP. Our goal is to establish Snow King as a distinctive global cultural symbol by extending his cultural significance beyond the realm of drinks into everyday life, enriching his cultural connotation and unlocking his cultural potential. Specifically, we will broaden Snow King's content matrix by curating additional high-quality content in diverse formats, including but not limited to animated series, movies and featured merchandise, and continue to launch collaborations with various leading brands and IPs to expand our brand influence.

Lastly, we remain dedicated to long-term sustainability and continuously creating social value. Our social responsibility efforts will concentrate on technological innovation, the environment, education, and rural revitalization.

## **CORPORATE GOVERNANCE**

The Board is committed to achieving high corporate governance standards. The Board believes that high corporate governance standards are essential in providing a framework for the Company to safeguard the interests of shareholders of the Company (the “**Shareholders**”) and to enhance corporate value and accountability.

### **Compliance with the Corporate Governance Code**

As the H shares of the Company (the “**H Shares**”) were listed on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) on March 3, 2025 (the “**Listing Date**”), the Corporate Governance Code (the “**Corporate Governance Code**”) set forth in Appendix C1 to the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”) is only applicable to the Company since the Listing Date.

The Company has complied with all applicable code provisions set out in the Corporate Governance Code throughout the period from the Listing Date up to the date of this announcement.

### **Compliance with the Model Code**

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the “**Model Code**”) as set out in Appendix C3 to the Listing Rules, to regulate all dealings by Directors, supervisors and relevant employees of securities in the Company and other matters covered by the Model Code since the Listing Date.

All Directors, supervisors and relevant employees, having made specific enquiries, confirmed that they have been in compliance with the Model Code during the period from the Listing Date up to the date of this announcement.

### **Audit Committee**

The audit committee of the Board (the “**Audit Committee**”) comprises three independent non-executive Directors, namely Mr. Huang Sidney Xuande (chairman), Ms. Poon Philana Wai Yin and Mr. Chu Gary Hsi. Mr. Huang Sidney Xuande and Mr. Chu Gary Hsi hold the appropriate qualification as required under Rules 3.10(2) and 3.21 of the Listing Rules. The Audit Committee has reviewed the audited consolidated financial statements for the year ended December 31, 2025 with the management of the Company.

The Audit Committee considers the annual results to be in compliance with the applicable accounting standards, laws and regulations, and the Company has made appropriate disclosures thereof. The Audit Committee has also discussed matters with respect to the accounting policies and practices adopted by the Company and internal control with senior management of the Company.

## **SCOPE OF WORK OF ERNST & YOUNG**

The figures in respect of the Group's consolidated statement of profit or loss, consolidated statement of comprehensive income, consolidated statement of financial position and the related notes thereto for the year ended December 31, 2025 as set out in this announcement have been agreed by the Company's auditor, Ernst & Young, to the amounts set out in the Group's consolidated financial statements for the year ended December 31, 2025. The work performed by Ernst & Young in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no assurance has been expressed by Ernst & Young on this announcement.

## **OTHER INFORMATION**

### **Purchase, Sale or Redemption of the Company's Listed Securities or Sale of Treasury Shares**

Neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities (including any sale of treasury shares (as defined under the Listing Rules)) during the period from the Listing Date up to the date of this announcement.

As of December 31, 2025, the Company did not hold any treasury shares (as defined under the Listing Rules).

### **Use of Proceeds**

With the Company's H Shares listing on the Stock Exchange on March 3, 2025, the net proceeds from the Global Offering (the full exercise of the over-allotment option) received by the Company were approximately HK\$3,799 million after deducting underwriting commissions and related costs and expenses, which will be utilized for the purposes set out in the the prospectus of the Company dated February 21, 2025 (the "**Prospectus**").

As of the date of this announcement, there was no change in the intended use of net proceeds as previously disclosed in the section headed "Future Plans and Use of Proceeds" in the Prospectus. To the extent that net proceeds are not immediately used for the intended use and to the extent permitted by relevant laws and regulations, the Company will place the net proceeds as short-term deposits only at licensed banks or financial institutions. For details of the breakdown of the use of proceeds, please refer to the annual report of the Company to be published in due course.

### **Dividend**

The Board did not recommend the distribution of an annual dividend for the year ended December 31, 2025.

### **Material Litigation**

The Company was not involved in any material litigation or arbitration during the year ended December 31, 2025 which could have a material and adverse effect on our financial condition or results of operations. The Directors are also not aware of any material litigation or claims that are pending or threatened against the Group during the Reporting Period and up to the date of this announcement which could have a material and adverse effect on our financial condition or results of operations.

## **Events after the Reporting Period**

The Company is not aware of any material subsequent events from December 31, 2025 up to the date of this announcement.

## CONSOLIDATED STATEMENT OF PROFIT OR LOSS

	Notes	Year ended 31 December	
		2025 RMB'000	2024 RMB'000
<b>REVENUE</b>	3	<b>33,559,923</b>	24,828,874
Cost of sales		<u>(23,108,161)</u>	<u>(16,768,667)</u>
<b>Gross profit</b>		<b>10,451,762</b>	8,060,207
Other income and gains, net	4	<b>347,626</b>	219,547
Selling and distribution expenses		<b>(2,036,880)</b>	(1,599,474)
Administrative expenses		<b>(1,081,535)</b>	(755,115)
Research and development expenses		<b>(101,348)</b>	(104,870)
Finance costs		<b>(4,931)</b>	(6,367)
Impairment losses on financial assets		<b>(10,515)</b>	(329)
Impairment of property, plant and equipment		<b>(14,066)</b>	–
Share of profits/(losses) of associates		<b>51</b>	<u>(3,016)</u>
<b>PROFIT BEFORE TAX</b>	5	<b>7,550,164</b>	5,810,583
Income tax expense	6	<u>(1,623,087)</u>	<u>(1,356,380)</u>
<b>PROFIT FOR THE YEAR</b>		<b><u>5,927,077</u></b>	<b><u>4,454,203</u></b>
<b>Profit attributable to:</b>			
Owners of the parent		<b>5,886,704</b>	4,436,504
Non-controlling interests		<b>40,373</b>	17,699
		<b><u>5,927,077</u></b>	<b><u>4,454,203</u></b>
<b>EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT</b>			
Basic and diluted (RMB)	8	<b><u>15.65</u></b>	<b><u>12.32</u></b>

## CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
<b>PROFIT FOR THE YEAR</b>	<b><u>5,927,077</u></b>	<b><u>4,454,203</u></b>
<b>OTHER COMPREHENSIVE INCOME</b>		
Other comprehensive income that may be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of foreign operations	<u>(7,192)</u>	<u>(3,237)</u>
Net other comprehensive income to be reclassified to profit or loss in subsequent periods	<u>(7,192)</u>	<u>(3,237)</u>
Other comprehensive income that will not be reclassified to profit or loss in subsequent periods:		
Changes in fair value of equity investments designated at fair value through other comprehensive income	<u>–</u>	<u>(870)</u>
Net other comprehensive income not to be reclassified to profit or loss in subsequent periods	<u>–</u>	<u>(870)</u>
<b>OTHER COMPREHENSIVE INCOME FOR THE YEAR, NET OF TAX</b>	<b><u>(7,192)</u></b>	<b><u>(4,107)</u></b>
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<b><u>5,919,885</u></b>	<b><u>4,450,096</u></b>
<b>Attributable to:</b>		
Owners of the parent	<u>5,881,493</u>	<u>4,432,740</u>
Non-controlling interests	<u>38,392</u>	<u>17,356</u>
	<b><u>5,919,885</u></b>	<b><u>4,450,096</u></b>

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

		As at 31 December	
	Notes	2025	2024
		RMB'000	RMB'000
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment		5,458,687	5,317,826
Investment properties		40,887	–
Right-of-use assets		443,981	382,189
Goodwill		91,850	–
Other intangible assets		172,564	41,964
Investment in associates		109,051	–
Equity investment designated at fair value through other comprehensive income		6,590	6,590
Deferred tax assets		117,795	76,005
Time deposits and restricted cash		2,671,364	1,966,926
Other non-current assets		140,899	95,771
<b>Total non-current assets</b>		<b>9,253,668</b>	<b>7,887,271</b>
<b>CURRENT ASSETS</b>			
Inventories		3,673,031	2,215,352
Trade receivables	9	30,197	25,624
Prepayments, other receivables and other assets		518,077	512,505
Financial assets at fair value through profit or loss		8,935,127	3,491,643
Time deposits and restricted cash		954,425	1,315,804
Cash and cash equivalents		7,429,100	4,335,123
<b>Total current assets</b>		<b>21,539,957</b>	<b>11,896,051</b>
<b>CURRENT LIABILITIES</b>			
Trade payables	10	2,212,515	1,767,263
Other payables and accruals		2,496,651	2,043,625
Contract liabilities		473,062	359,636
Interest-bearing bank borrowings		28,166	–
Lease liabilities		74,725	52,004
Tax payables		335,982	294,310
<b>Total current liabilities</b>		<b>5,621,101</b>	<b>4,516,838</b>
<b>NET CURRENT ASSETS</b>		<b>15,918,856</b>	<b>7,379,213</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>25,172,524</b>	<b>15,266,484</b>

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION (continued)

	<i>Notes</i>	<b>As at 31 December</b>	
		<b>2025</b>	2024
		<b>RMB'000</b>	<b>RMB'000</b>
<b>NON-CURRENT LIABILITIES</b>			
Deferred income		232,867	134,090
Lease liabilities		84,371	40,548
Other payables and accruals		25,329	20,712
Deferred tax liabilities		44,124	2,492
Other Liabilities		5,000	–
Contract liabilities		12,075	7,822
		<hr/>	<hr/>
<b>Total non-current liabilities</b>		<b>403,766</b>	205,664
		<hr/>	<hr/>
<b>NET ASSETS</b>		<b>24,768,758</b>	15,060,820
		<hr/> <hr/>	<hr/> <hr/>
<b>EQUITY</b>			
<b>Equity attributable to owners of the parent</b>			
Share capital		379,619	360,000
Reserves		24,069,418	14,595,519
		<hr/>	<hr/>
		24,449,037	14,955,519
Non-controlling interests		319,721	105,301
		<hr/>	<hr/>
<b>Total equity</b>		<b>24,768,758</b>	15,060,820
		<hr/> <hr/>	<hr/> <hr/>

## NOTES TO THE FINANCIAL STATEMENTS

### 1. SUMMARY OF MATERIAL ACCOUNTING POLICIES

#### 1.1 BASIS OF PREPARATION

These financial statements have been prepared in accordance with IFRS Accounting Standards, which comprise all standards and interpretations approved by the International Accounting Standards Board (the “IASB”), and International Accounting Standards and Standing Interpretations Committee interpretations approved by the International Accounting Standards Board and the disclosure requirements of the Hong Kong Companies Ordinance.

The consolidated financial statements have been prepared under the historical cost convention, except for certain financial assets and liabilities which have been measured at fair value. These financial statements are presented in Renminbi (“RMB”) and all values are rounded to the nearest thousand except when otherwise indicated.

#### **Basis of consolidation**

The consolidated financial statements include the financial statements of the Company and its subsidiaries (collectively referred to as the “Group”) for the year ended 31 December 2025. A subsidiary is an entity (including a structured entity), directly or indirectly, controlled by the Company. Control is achieved when the Group is exposed, or has rights, to variable returns from its involvement with the investee and has the ability to affect those returns through its power over the investee (i.e., existing rights that give the Group the current ability to direct the relevant activities of the investee).

Generally, there is a presumption that a majority of voting rights results in control. When the Company has less than a majority of the voting or similar rights of an investee, the Group considers all relevant facts and circumstances in assessing whether it has power over an investee, including:

- (a) the contractual arrangement with the other vote holders of the investee;
- (b) rights arising from other contractual arrangements; and
- (c) the Group’s voting rights and potential voting rights.

The financial statements of the subsidiaries are prepared for the same reporting period as the Company, using consistent accounting policies. The results of subsidiaries are consolidated from the date on which the Group obtains control, and continue to be consolidated until the date that such control ceases.

Profit or loss and each component of other comprehensive income are attributed to the owners of the parent of the Group and to the non-controlling interests, even if this results in the non-controlling interests having a deficit balance. All intra-group assets and liabilities, equity, income, expenses and cash flows relating to transactions between members of the Group are eliminated in full on consolidation.

The Group reassesses whether or not it controls an investee if facts and circumstances indicate that there are changes to one or more of the three elements of control described above. A change in the ownership interest of a subsidiary, without a loss of control, is accounted for as an equity transaction.

If the Group loses control over a subsidiary, it derecognises the related assets (including goodwill), liabilities, any non-controlling interest and the exchange fluctuation reserve; and recognises the fair value of any investment retained and any resulting surplus or deficit in profit or loss. The Group’s share of components previously recognised in other comprehensive income is reclassified to profit or loss or retained profits, as appropriate, on the same basis as would be required if the Group had directly disposed of the related assets or liabilities.

## 1.2 CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

The Group has adopted amendments to IAS 21 Lack of Exchangeability for the first time for the current year's financial statements. The Group has not early adopted any other standard or amendment that has been issued but is not yet effective.

## 1.3 ISSUED BUT NOT YET EFFECTIVE IFRS ACCOUNTING STANDARDS

The Group has not applied the following new and amended IFRS Accounting Standards, that have been issued but are not yet effective in these financial statements. The Group intends to apply these new and amended IFRS Accounting Standards, if applicable, when they become effective.

IFRS 18	<i>Presentation and Disclosure in Financial Statements<sup>2</sup></i>
IFRS 19 and its amendments	<i>Subsidiaries without Public Accountability: Disclosures<sup>2</sup></i>
Amendments to IFRS 9 and IFRS 7	<i>Amendments to the Classification and Measurement of Financial Instruments<sup>1</sup></i>
Amendments to IFRS 9 and IFRS 7	<i>Contracts Referencing Nature-dependent Electricity<sup>1</sup></i>
Amendments to IFRS 10 and IAS 28	<i>Sale or Contribution of Assets between an Investor and its Associate or Joint Venture<sup>3</sup></i>
Amendments to IAS 21	<i>Translation to a Hyperinflationary Presentation Currency<sup>2</sup></i>
<i>Annual Improvements to IFRS Accounting Standards – Volume 11</i>	<i>Amendments to IFRS 1, IFRS 7, IFRS 9, IFRS 10 and IAS 7<sup>1</sup></i>

<sup>1</sup> Effective for annual periods beginning on or after 1 January 2026

<sup>2</sup> Effective for annual/reporting periods beginning on or after 1 January 2027

<sup>3</sup> No mandatory effective date yet determined but available for adoption

## 2. OPERATING SEGMENT INFORMATION

The Group manages its businesses as a whole by the most senior executive management for the purposes of resource allocation and performance assessment. The Group's chief operating decision maker is the chief executive officer of the Group who reviews the Group's consolidated results of operations for the purpose of making decisions about resource allocation and performance assessment. Accordingly, no reportable segment information is presented.

### Geographical information

#### (i) Revenue from external customers

The majority of the Group's revenue and operating profits are derived from Chinese mainland.

### Information about major customers

No sales to a single customer accounted for 10% or more of the Group's revenue for each of the years ended 31 December 2025 and 2024.

### 3. REVENUE

Revenue represents income from the sales of goods and equipment to franchisees, and the provision of franchise and related services. An analysis of revenue is as follows:

#### (i) Disaggregated revenue information

	Year ended 31 December	
	2025	2024
	RMB'000	RMB'000
<b>Revenue from contracts with customers</b>		
<i>Sales of goods and equipment</i>		
Sales of goods	31,439,469	23,452,457
Sales of equipment	1,326,564	756,372
<i>Franchise and related services*</i>	793,890	620,045
Total	<u>33,559,923</u>	<u>24,828,874</u>
<b>Timing of revenue recognition</b>		
Goods and services transferred at a point in time	32,827,086	24,253,615
Services transferred over time	732,837	575,259
Total	<u>33,559,923</u>	<u>24,828,874</u>

\* The franchise and related services fees are fixed with no variable considerations in accordance with the terms of the contracts.

The following table shows the amounts of revenue recognised in the current reporting period that were included in the contract liabilities at the beginning of the reporting period and recognised from performance obligations satisfied in previous periods:

	Year ended 31 December	
	2025	2024
	RMB'000	RMB'000
Sales of goods and equipment	62,401	25,711
Franchise and related services	297,235	233,560
Total	<u>359,636</u>	<u>259,271</u>

#### (ii) Performance obligations

Information about the Group's performance obligations is summarised below:

##### *Sales of goods and equipment*

The performance obligation is satisfied when customers take possession of and accept the deliveries in stores or appointed locations. For the majority of the sales transactions, customers make advance payments before the goods and equipment and services are delivered to them.

##### *Franchise and related services*

Almost all performance obligations are satisfied over time when services are rendered. Generally, franchise and related services contracts are for periods ranging from three or four years. Advances are required for the franchise and related services on an annual basis.

The amounts of transaction prices allocated to the remaining performance obligations (unsatisfied or partially unsatisfied) as at 31 December are as follows:

	<b>As at 31 December</b>	
	<b>2025</b>	2024
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
<b>Amounts expected to be recognised as revenue:</b>		
Within one year	473,062	359,636
After one year	12,075	7,822
	<hr/>	<hr/>
Total	<b>485,137</b>	367,458
	<hr/> <hr/>	<hr/> <hr/>

The majority of the amounts of transaction prices allocated to the remaining performance obligations are expected to be recognised as revenue within one year. The Group does not have variable consideration which is constrained.

#### 4. OTHER INCOME AND GAINS, NET

	<b>Year ended 31 December</b>	
	<b>2025</b>	2024
	<b><i>RMB'000</i></b>	<i>RMB'000</i>
Government grants	62,408	32,784
Interest income	219,135	107,015
Investment income on financial assets at fair value through profit or loss:		
– Wealth management products	110,871	45,170
Loss on disposal of items of property, plant and equipment, net	(1,754)	(5,836)
Foreign exchange differences, net	(79,540)	5,620
Donations	(35,567)	(14,108)
Others	72,073	48,902
	<hr/>	<hr/>
Total	<b>347,626</b>	219,547
	<hr/> <hr/>	<hr/> <hr/>

## 5. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging:

	Year ended 31 December	
	2025	2024
	RMB'000	RMB'000
Cost of inventories sold*	21,440,933	15,558,470
Transportation expenses	1,000,558	778,570
Depreciation of investment properties	903	–
Depreciation of property, plant and equipment	432,937	314,887
Depreciation of right-of-use assets	103,457	99,178
Amortisation of other intangible assets	6,844	5,290
Employee benefit expenses (including directors', chief executive's and supervisors' remuneration):		
Wages and salaries	1,759,970	1,209,429
Equity-settled share-based payment expenses	18,531	15,786
Pension scheme contributions, social welfare and other welfare	292,461	222,780
Professional service fees	56,186	55,792
Impairment of inventories	97,235	36,995
Impairment of prepayments, other receivables and other assets, net	271	160
Impairment of property, plant and equipment	14,066	–
Impairment of trade receivables, net	10,244	169
Expense relating to short-term leases	18,379	16,475
Listing expense	3,965	59,069
Auditor's remuneration	5,916	3,158

\* The amount of cost of inventories sold as stated above excludes the costs included in the depreciation of property, plant and equipment, depreciation of investment properties, depreciation of right-of-use assets, impairment of inventories, employee benefit expenses, short-term lease expenses and transportation expenses.

## 6. INCOME TAX

The Group is subject to income tax on an entity basis on profits arising in or derived from the tax jurisdictions in which members of the Group are domiciled and operate.

### PRC corporate income tax

Under the Law of the PRC on Enterprise Income Tax (the “EIT Law”) and Implementation Regulation of the EIT Law, the EIT rate of the Group's PRC subsidiaries is 25% unless subject to tax exemption set out below.

Certain subsidiaries that are engaged in businesses in the “Encouraged Industries in the Western Region” and eligible for the preferential EIT rate of 15%.

Certain subsidiaries that are domiciled and operate in Hainan Free Trade Port which meet the criteria of having more than 60% of the revenue generated from their core businesses are eligible for the preferential EIT rate of 15%.

Certain subsidiaries are engaged in agricultural product pre-treatment and eligible for relevant tax exemptions.

### Hong Kong profit tax

Hong Kong profits tax has been provided at the rate of 16.5% on the estimated assessable profits arising in Hong Kong for the years ended 31 December 2025 and 2024, except for two subsidiaries of the Group which are qualifying entities under the two-tiered profits tax rates regime. The first HK\$2,000,000 of assessable profits of the subsidiaries are taxed at 8.25% and the remaining assessable profits are taxed at 16.5%.

## Others

Subsidiaries incorporated in other countries are subject to the respective applicable corporate income tax rates of the countries where they are resident. Domestic statutory corporate income tax rate in Indonesia was 22% for the years ended 31 December 2025 and 2024. The income tax rate applicable to subsidiaries in Malaysia was 24% for the years ended 31 December 2025 and 2024. The income tax rate applicable to subsidiaries in Singapore was 17% for the years ended 31 December 2025 and 2024.

	Year ended 31 December	
	2025	2024
	RMB'000	RMB'000
Current income tax	1,645,224	1,319,642
Deferred income tax	(22,137)	36,738
Total	<u>1,623,087</u>	<u>1,356,380</u>

## 7. DIVIDENDS

No dividends have been paid or declared by the Company during the year ended 31 December 2025 and 2024.

## 8. EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic earnings per share amount is based on the profit for the year attributable to ordinary equity holders of the parent, and the weighted average numbers of ordinary shares of 376,075,971 (2024: 360,000,000) outstanding during the year, reflecting the issue of 17,059,900 H Shares pursuant to the Global Offering in March 2025 and the issue of 2,558,900 Over-allotment H Shares in April 2025.

	Year ended 31 December	
	2025	2024
<b>Earnings</b>		
Profit attributable to ordinary equity holders of the parent (RMB'000)	<u>5,886,704</u>	<u>4,436,504</u>
<b>Shares</b>		
Weighted average number of ordinary shares outstanding during the year used in the basic earnings per share calculation	<u>376,075,971</u>	<u>360,000,000</u>
<b>Basic earnings per share (RMB)</b>	<u>15.65</u>	<u>12.32</u>

The Group has no dilutive potential ordinary shares and accordingly, the diluted earnings per share for the years ended 31 December 2025 and 2024 were the same as the basic earnings per share.

## 9. TRADE RECEIVABLES

	As at 31 December	
	2025	2024
	RMB'000	RMB'000
Trade receivables	31,117	25,946
Impairment	(920)	(322)
Total	<u>30,197</u>	<u>25,624</u>

Advance payment is normally required for the sale to franchisees. For certain non-franchisee customers, the credit period granted is generally one month and extending up to three months for some customers. The Group seeks to maintain strict control over its receivables to minimise credit risk. In view of the aforementioned and the fact that the Group's trade receivables relate to various diversified customers, there is no significant concentration of credit risk. The Group does not hold any collateral or other credit enhancements over its trade receivable balances. The balances of trade receivables are non-interest-bearing.

An ageing analysis of the trade receivables as at the end of the reporting period, based on the invoice date and net of loss allowance, is as follows:

	<b>As at 31 December</b>	
	<b>2025</b>	<b>2024</b>
	<b>RMB'000</b>	<b>RMB'000</b>
Within 1 year	<u>30,197</u>	<u>25,624</u>
Total	<u><u>30,197</u></u>	<u><u>25,624</u></u>

The movements in the loss allowance for impairment of trade receivables are as follows:

	<b>As at 31 December</b>	
	<b>2025</b>	<b>2024</b>
	<b>RMB'000</b>	<b>RMB'000</b>
At beginning of year	322	3,718
Impairment loss, net	10,244	169
Amount written off as uncollectible	<u>(9,646)</u>	<u>(3,565)</u>
At end of year	<u><u>920</u></u>	<u><u>322</u></u>

The Group applies the simplified approach to provide for expected credit losses prescribed by IFRS 9, which permits the use of the lifetime expected credit loss provision for all trade receivables. The Group considers the characteristics of the shared credit risk and the ageing of the trade receivables to measure the expected credit losses. Majority of the receivables were neither past due nor impaired and relate to diversified customers.

To measure the ECLs, trade receivables have been grouped based on shared credit risk characteristics and the days past due. Forward-looking information was also incorporated. The expected credit loss rate was 2.96% as at 31 December 2025 (2024: 1.24%).

## 10. TRADE PAYABLES

An ageing analysis of the trade payables as at the end of the year, based on the invoice date, is as follows:

	<b>As at 31 December</b>	
	<b>2025</b>	<b>2024</b>
	<b>RMB'000</b>	<b>RMB'000</b>
Within 1 month	2,094,191	1,719,436
1 to 3 months	81,040	35,422
3 to 6 months	18,379	6,613
6 months to 1 year	12,578	1,259
Over 1 year	<u>6,327</u>	<u>4,533</u>
Total	<u><u>2,212,515</u></u>	<u><u>1,767,263</u></u>

Trade payables are non-interest-bearing and normally settled on terms of within 30 days. Amounts due to the related parties included in the Group's trade payables are RMB12,174,000 as at 31 December 2025 (2024: RMB7,824,000).

## **PUBLICATION OF THE ANNUAL RESULTS ANNOUNCEMENT AND ANNUAL REPORT**

This annual results announcement is published on the websites of the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)) and the Company ([www.mxbc.com](http://www.mxbc.com)). The annual report of the Company for the year ended December 31, 2025 will be made available for review on the same websites in due course.

### **APPRECIATION**

The Board would like to express its sincere gratitude to the shareholders, management team, employees, business partners and customers of the Group for their support and contribution to the Group.

By order of the Board  
**MIXUE Group**  
**Mr. Zhang Hongfu**  
*Co-Chairman and Executive Director*

Hong Kong, March 24, 2026

*As at the date of this announcement, the Board comprises: (i) Mr. Zhang Hongchao, Mr. Zhang Hongfu, Ms. Cai Weimiao and Ms. Zhao Hongguo as executive Directors and (ii) Ms. Poon Philana Wai Yin, Mr. Chu Gary Hsi and Mr. Huang Sidney Xuande as independent non-executive Directors.*