

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**CSMall Group Limited**  
**金貓銀貓集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1815)**

**PROFIT WARNING**

This announcement is made by CSMall Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the Group’s unaudited consolidated management accounts for the six months ended 30 June 2022 (“**1H 2022**”) (which have not been confirmed, reviewed or audited by the Company’s auditors or audit committee, and may be subject to adjustment) and other information currently available to the Group, the Group expects to record a net loss attributable to owners of the Company of RMB8 million to RMB15 million for 1H 2022, as compared to a net profit attributable to owners of the Company of approximately RMB20 million for the six months ended 30 June 2021 (“**1H 2021**”).

Such expected year-on-year turnaround from profit to loss is mainly attributable to the following factors:

- (i) in respect of the Group's new jewellery retail segment, the volume of sales through both its online sales channels and its offline retail and service network for 1H 2022 was lower than that for 1H 2021 primarily due to the resurgence of COVID-19 in various parts of China in March to June 2022, which resulted in temporary business suspensions and further weakened consumer sentiment in China; and
- (ii) in respect of the Group's fresh food retail segment, which began to be consolidated as a non-wholly-owned subsidiary of the Company on 10 January 2022, its "Nongmuren" S2B2C platform was still in an expansion stage with a focus on expanding the network of collaborative franchise stores and had not started to generate a net profit during 1H 2022.

The Company is still in the process of finalizing its interim results for 1H 2022. Detailed financial information and performance of the Group for 1H 2022 will be disclosed in the Company's interim results announcement for 1H 2022 which is expected to be published by the end of August 2022.

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

By order of the Board  
**CSMall Group Limited**  
**Chen He**  
*Chairman*

Hong Kong, 17 August 2022

*As at the date of this announcement, the executive directors of the Company are Mr. Chen He and Mr. Qian Pengcheng; and the independent non-executive directors of the Company are Mr. Yu Leung Fai, Mr. Hu Qilin and Mr. Zhang Zuhui.*