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CHICMAX

Shanghai Chicmax Cosmetic Co., Ltd.

上海上美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: 2145)

POSITIVE PROFIT ALERT

This announcement is made by Shanghai Chicmax Cosmetic 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 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 of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and an assessment of the information currently available to the Board, the Group is expected to record (i) a revenue in the range of approximately RMB1,552.7 million to RMB1,615.9 million for the six months ended 30 June 2023, representing an increase ranging from approximately 23.0% to 28.0% as compared with the revenue of approximately RMB1,262.4 million for the six months ended 30 June 2022; and (ii) a profit attributable to owners of the Company in the range of approximately RMB98.0 million to RMB104.5 million for the six months ended 30 June 2023, representing an increase ranging from approximately 50.0% to 60.0% as compared with the profit attributable to owners of the Company of approximately RMB65.3 million for the six months ended 30 June 2022. Based on currently available information, the increase in revenue and profit was mainly attributable to the increase in revenue generated from the Group’s online channels, such as *Douyin*.

As at the date of this announcement, the Company is still in the course of preparing the interim results of the Company for the six months ended 30 June 2023. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2023, which have not been reviewed by the Company’s auditors, nor confirmed by the audit committee of the Company. Such financial information will be subject to finalisation and necessary adjustments. The interim results of the Company for the six months ended 30 June 2023 are expected to be announced by the Company by the end of August 2023. Shareholders and potential investors are advised to read the interim results announcement of the Company when it is published.

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

By order of the Board
Shanghai Chicmax Cosmetic Co., Ltd.
上海上美化妝品股份有限公司

Mr. Lyu Yixiong

Chairman of the Board, Executive Director and Chief Executive Officer

Shanghai, the PRC
2 August, 2023

As at the date of this announcement, the Board comprises Mr. Lyu Yixiong, Ms. Luo Yan (羅燕), Mr. Feng Yifeng and Ms. Song Yang as executive Directors; Mr. Sun Hao and Ms. Li Hanqiong as non-executive Directors; Mr. Leung Ho Sun Wilson, Ms. Luo Yan (羅妍) and Mr. Liu Yi as independent non-executive Directors.