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**Mulsanne Group Holding Limited**

**慕尚集團控股有限公司**

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

**(Stock code: 1817)**

## **INSIDE INFORMATION POSITIVE PROFIT ALERT**

This announcement is made by Mulsanne Group Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and other information currently available to the Group, it is expected that the profit after tax for the six months ended 30 June 2023 would range from RMB25.0 million to RMB30.0 million, as compared to the profit after tax of RMB4.2 million for the corresponding period in 2022.

The major reasons for such increase in profit after tax include:

- (i) recovery of offline consumer consumption coupled with the improvement in operational efficiency of offline retail channels;
- (ii) successful implementation of the Group’s brand promotion initiatives; and
- (iii) tightened product discount and cost management.

As the Group’s interim results for the six months ended 30 June 2023 have not yet been finalized, the figures and information contained in this announcement are only preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 and other information currently available to the Group, and such figures and information have not been audited or reviewed by the Company’s auditor and may be subject to adjustments. Shareholders and potential investors should refer to the interim results announcement of the Company for the six months ended 30 June 2023, which is expected to be published in August 2023 in compliance with the requirements under the Listing Rules.

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

By Order of the Board  
**Mulsanne Group Holding Limited**  
**TANG Shun Lam**  
*Chairman*

Hong Kong, 17 August 2023

*As at the date of this announcement, the Board comprises Mr. YU Yong as executive director; Mr. TANG Shun Lam, Mr. YANG Herong, Mr. CHEN Scott Yue, Mr. YOUNG Christopher and Mr. TIAN Min as non-executive directors; and Mr. GU Jiong, Mr. LIAO Xiaoxin and Ms. XU Yanyun as independent non-executive directors.*