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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 year ended 31 December 2023 and other information currently available to the Group, it is expected that the profit after tax for the year ended 31 December 2023 would range from RMB30 million to RMB40 million, which has increased by approximately 200% to 300% as compared to the profit after tax of RMB9.4 million for the corresponding period in 2022.

The major reasons for such increase in profit after tax include: (i) increase in sales revenue from the main brand of the Company, GXG; and (ii) the substantial improvement in the performance of the Group’s offline retail channels.

As the Group’s annual results for the year ended 31 December 2023 have not yet been finalized, the figures and information contained in this announcement are only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 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 or the audit committee of the Company and may be subject to adjustments. Shareholders and potential investors should refer to the annual results announcement of the Company for the year ended 31 December 2023, which is expected to be published in March 2024 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, 25 March 2024

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