

A. DEFINITIONS

In this prospectus, unless the context otherwise requires, the following expressions shall have the following meanings.

“ Application Form(s) ”	the WHITE Application Form(s), YELLOW Application Form(s) and GREEN Application Form(s) or, where the context so requires, any of them
“ Articles ” or “ Articles of Association ”	the amended and restated articles of association of our Company, conditionally adopted on 23 November 2020 with effect from Listing, and as amended from time to time, a summary of which is set out in the section headed “Appendix IV – Summary of the Memorandum and the Articles of Association of our Company and Cayman Company Law”
“ Aswann ”	Aswann Ventures Limited, a company incorporated in the BVI with limited liability on 1 October 2010
“ Audit Committee ”	the audit committee of our Board
“ Blue Moon Biotechnology ”	Guangzhou Blue Moon Biotechnology Co., Ltd. (廣州藍月亮生物工程有限公), a company established in the PRC with limited liability on 13 July 2001, which became an indirect wholly owned subsidiary of our Company on 3 July 2006 and subsequently merged with Blue Moon China by absorption on 25 December 2013
“ Blue Moon BVI ”	Blue Moon (BVI) Limited, a company incorporated in the BVI with limited liability on 12 November 2007, a direct wholly owned subsidiary of our Company
“ Blue Moon China ”	Blue Moon (China) Co., Ltd. (藍月亮(中國)有限公司), a company established in the PRC with limited liability on 18 January 2011, an indirect wholly owned subsidiary of our Company
“ Blue Moon Chongqing ”	Blue Moon (Chongqing) Co., Ltd. (藍月亮(重慶)有限公司), a company established in the PRC with limited liability on 30 July 2015, an indirect wholly owned subsidiary of our Company
“ Blue Moon Group ”	Blue Moon Group Limited 藍月亮國際集團有限公司, a company incorporated in Hong Kong with limited liability on 24 November 1994, an indirect wholly owned subsidiary of our Company

“Blue Moon Guangzhou”	Blue Moon (Guangzhou) Co., Ltd. (藍月亮 (廣州) 有限公司), a company established in the PRC with limited liability on 8 July 2016, an indirect wholly owned subsidiary of our Company
“Blue Moon Industrial”	Guangzhou Blue Moon Industrial Co., Ltd. (廣州藍月亮實業有限公司), a company established in the PRC with limited liability on 9 January 2001, an indirect wholly owned subsidiary of our Company
“Blue Moon Kunshan”	Blue Moon (Kunshan) Industrial Co., Ltd (藍月亮 (昆山) 實業有限公司), a company established in the PRC with limited liability on 3 December 2013, an indirect wholly owned subsidiary of our Company
“Blue Moon Tianjin”	Blue Moon (Tianjin) Co., Ltd. (藍月亮 (天津) 有限公司), a company established in the PRC with limited liability on 6 January 2010, an indirect wholly owned subsidiary of our Company
“Blue Moon Washing Technology”	Blue Moon (Guangzhou) Washing Technology Co., Ltd. (藍月亮 (廣州) 洗滌科技有限公司), a company established in the PRC with limited liability on 10 November 2015, an indirect wholly owned subsidiary of our Company
“Board” or “Board of Directors”	the board of directors of our Company
“Business Associate(s)”	any adviser or consultant who provides services to any member of our Group pursuant to a contract of services with the relevant member of our Group
“business day”	any day (other than a Saturday, Sunday or public holiday) on which banks in Hong Kong are generally open for normal banking business
“BVI”	the British Virgin Islands
“Capitalisation Issue”	the issue of 4,999,990,000 Shares by our Company referred to in the section headed “Appendix V – Statutory and General Information – A. Further Information about our Group – 4. Written Resolutions of our Shareholders passed on 23 November 2020”
“Cayman Companies Law”	the Cayman Companies Law, Cap. 22 (Law 3 of 1961) of the Cayman Islands, as amended, supplemented or otherwise modified from time to time
“CCASS”	the Central Clearing and Settlement System established and operated by HKSCC

“CCASS Clearing Participant”	a person admitted to participate in CCASS as a direct clearing participant or general clearing participant
“CCASS Custodian Participant”	a person admitted to participate in CCASS as a custodian participant
“CCASS Investor Participant”	a person admitted to participate in CCASS as an investor participant who may be an individual or joint individuals or a corporation
“CCASS Participant”	a CCASS Clearing Participant, a CCASS Custodian Participant or a CCASS Investor Participant
“CCIL”	China Consumer Investment Ltd, a company incorporated in the BVI with limited liability on 24 November 2011, one of our Pre-IPO Investors
“Chengdu Moon House”	Chengdu Moon House Washing Co., Ltd. (成都月亮小屋洗滌有限公司), a company established in the PRC with limited liability on 4 January 2016, an indirect wholly owned subsidiary of our Company
“China” or “PRC”	the People’s Republic of China excluding, for the purpose of this prospectus, the Hong Kong and Macau Special Administrative Regions of the PRC and Taiwan
“Companies Ordinance”	the Companies Ordinance (Chapter 622 of the Laws of Hong Kong), as amended or supplemented from time to time
“Companies (Winding Up and Miscellaneous Provisions) Ordinance”	the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), as amended or supplemented from time to time
“Company”	Blue Moon Group Holdings Limited 藍月亮集團控股有限公司, an exempted company incorporated under the laws of the Cayman Islands with limited liability on 27 December 2007
“Controlling Shareholders”	Ms. Pan, ZED and Van Group Limited
“Daoming Company”	Guangzhou Daoming Chemical Co., Ltd (廣州市道明化學有限公司), a company established in the PRC with limited liability on 6 April 1990 and held by Mr. Fu Xiangdong (the brother of Mr. Luo) and Mr. Luo Wenming (the uncle of Mr. Luo) as to 70% and 30%, a connected person of our Company

“Deed of Amendment”	the deed of amendment dated 28 June 2020 entered into by our Company, Aswann, ZED, Blue Moon BVI, Blue Moon Group, Blue Moon Industrial, Blue Moon Tianjin, Blue Moon China, Blue Moon Kunshan, Xingshuo Guangzhou, Villa La Luna Group, Villa La Luna, Ms. Pan, HCM, CCIL, Hai Fei, Allied Power Limited and Van Group Limited relating to the Shareholders Agreement referred to in the section headed “History, Reorganisation and Corporate Structure”
“Director(s)”	the director(s) of our Company
“Distribution”	the payment of a dividend by Aswann by way of a distribution <i>in specie</i> of our Shares to the then shareholders of Aswann as described in the section headed “History, Reorganisation and Corporate Structure – Shareholding Restructuring and Reorganisation – Distribution”
“E-Commerce Law”	the E-Commerce Law of the PRC (《中華人民共和國電子商務法》), as amended, supplemented or otherwise modified from time to time
“EIT Law”	the Enterprise Income Tax Law of the PRC (《中華人民共和國企業所得稅法》), as amended, supplemented or otherwise modified from time to time
“Extreme Conditions”	extreme conditions caused by a super typhoon as announced by the Government of Hong Kong
“financial year”	financial year ended or ending 31 December
“Global Offering”	the Hong Kong Public Offering and the International Offering
“GREEN Application Form(s)”	the application form(s) to be completed by the White Form eIPO Service Provider, designated by our Company
“Group”, “we”, “our” or “us”	our Company and its subsidiaries
“Guangzhou Blue Moon Company”	Guangzhou Blue Moon Co., Ltd. (廣州藍月亮有限公司), a company established in the PRC with limited liability on 14 December 1994 and held by Mr. Luo and Mr. Luo Wengui (the father of Mr. Luo) upon its establishment, which was subsequently dissolved on 18 April 2012
“Guangzhou Moon House”	Guangzhou Moon House Washing Co., Ltd. (廣州月亮小屋洗滌有限公司), a company established in the PRC with limited liability on 11 August 2015, an indirect wholly owned subsidiary of our Company

“ Hai Fei ”	Hai Fei Limited, a company incorporated in the BVI with limited liability on 6 September 2011 and one of our Pre-IPO Investors
“ HCM ”	HCM BM Holdings, Ltd., a company incorporated in the BVI with limited liability on 25 November 2010 and one of our Pre-IPO Investors
“ HCM Entities ”	HCM and/or its affiliates
“ Hillhouse Capital ”	Hillhouse Capital Advisors, Ltd., an exempted company incorporated in the Cayman Islands with limited liability
“ HK\$ ”	Hong Kong dollars, the lawful currency of Hong Kong
“ HKFRS ”	Hong Kong Financial Reporting Standard issued by the Hong Kong Institute of Certified Public Accountants
“ HKSCC ”	Hong Kong Securities Clearing Company Limited, a wholly owned subsidiary of Hong Kong Exchanges and Clearing Limited
“ HKSCC Nominees ”	HKSCC Nominees Limited, a wholly owned subsidiary of HKSCC, in its capacity as nominee for HKSCC (or any successor thereto) as operator of CCASS and any successor, replacement or assign of HKSCC Nominees Limited as nominee for the operator of CCASS
“ Hong Kong ”	the Hong Kong Special Administrative Region of the PRC
“ Hong Kong Offer Shares ”	the 74,713,000 Shares initially being offered by our Company pursuant to the Hong Kong Public Offering (subject to reallocation as described in the section headed “Structure of the Global Offering”)
“ Hong Kong Public Offering ”	the offer of the Hong Kong Offer Shares to the public in Hong Kong for subscription at the Offer Price, on and subject to the terms and conditions set out in this prospectus and the Application Forms, as further described in the section headed “Structure of the Global Offering”
“ Hong Kong Underwriters ”	the underwriters listed in the section headed “Underwriting – Hong Kong Underwriters”, being the underwriters of the Hong Kong Public Offering

“Hong Kong Underwriting Agreement”	the underwriting agreement dated 3 December 2020 relating to the Hong Kong Public Offering entered into among our Company, the Joint Sponsors, the Joint Global Coordinators and the Hong Kong Underwriters, as further described in the section headed “Underwriting”
“Housing Accumulation Funds Regulation”	the Regulation on the Administration of Housing Accumulation Funds of the PRC (《中華人民共和國住房公積金管理條例》), as amended, supplemented or otherwise modified from time to time
“IFRS”	International Financial Reporting Standards
“Independent Third Party(ies)”	any entity or person who is not a connected person of our Company within the meaning ascribed thereto under the Listing Rules
“International Offer Shares”	the 672,413,500 Shares initially being offered by our Company pursuant to the International Offering (subject to reallocation as described in the section headed “Structure of the Global Offering”) together with, where relevant, up to an additional 112,068,500 Shares which may be issued by our Company pursuant to any exercise of the Over-allotment Option
“International Offering”	the offer of the International Offer Shares (a) in the United States solely to QIBs pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act or (b) outside the United States in offshore transactions in reliance on Regulation S, for subscription or purchase (as the case may be) at the Offer Price, in each case on and subject to the terms and conditions of the International Underwriting Agreement, as further described in the section headed “Structure of the Global Offering”
“International Underwriters”	the underwriters named in the International Underwriting Agreement, being the underwriters of the International Offering
“International Underwriting Agreement”	the underwriting agreement relating to the International Offering to be entered into among our Company, the Joint Global Coordinators and the International Underwriters on or about the Price Determination Date, as further described in the section headed “Underwriting”

“Joint Bookrunners”	China International Capital Corporation Hong Kong Securities Limited, Citigroup Global Markets Asia Limited (in relation to Hong Kong Public Offering only), Citigroup Global Markets Limited (in relation to International Offering only), Merrill Lynch (Asia Pacific) Limited, BNP Paribas Securities (Asia) Limited, The Hongkong and Shanghai Banking Corporation Limited, UBS AG Hong Kong Branch, ABCI Capital Limited, BOCI Asia Limited, CCB International Capital Limited, CMBC Securities Company Limited, CMB International Capital Limited, Futu Securities International (Hong Kong) Limited, ICBC International Capital Limited and UOB Kay Hian (Hong Kong) Limited
“Joint Global Coordinators”	China International Capital Corporation Hong Kong Securities Limited, Citigroup Global Markets Asia Limited, Merrill Lynch (Asia Pacific) Limited, BNP Paribas Securities (Asia) Limited, The Hongkong and Shanghai Banking Corporation Limited and UBS AG Hong Kong Branch
“Joint Sponsors”	China International Capital Corporation Hong Kong Securities Limited, Citigroup Global Markets Asia Limited and Merrill Lynch Far East Limited (in alphabetical order)
“Latest Practicable Date”	28 November 2020, being the latest practicable date for the purpose of ascertaining certain information contained in this prospectus prior to its publication
“Listing”	the listing of our Shares on the Main Board of the Stock Exchange
“Listing Committee”	the listing committee of the Stock Exchange
“Listing Date”	the date, expected to be on or about Wednesday, 16 December 2020, on which our Shares are first listed and from which dealings in our Shares are permitted to take place on the Main Board of the Stock Exchange
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, as amended or supplemented from time to time
“M&A Rules”	the Provisions on Merger and Acquisition of Domestic Enterprises by Foreign Investors (《關於外國投資者併購境內企業的規定》), which was promulgated by the MOFCOM, China Securities Regulatory Commission, the State-owned

	Assets Supervision and Administration Commission of the State Council, the SAT, the former SAIC and the SAFE on 8 August 2006, became effective on 8 September 2006 and was revised on 22 June 2009 by MOFCOM
“Maximum Offer Price”	HK\$13.16 per Offer Share, being the maximum subscription price in the Offer Price Range
“Memorandum” or “Memorandum of Association”	the amended and restated memorandum of association of our Company, conditionally adopted on 23 November 2020 with effect from Listing, and as amended from time to time, a summary of which is set out in the section headed “Appendix IV – Summary of the Memorandum and the Articles of Association of our Company and Cayman Company Law”
“Minimum Offer Price”	HK\$10.20 per Offer Share, being the minimum subscription price in the Offer Price Range
“MOFCOM”	the Ministry of Commerce of the PRC (中華人民共和國商務部)
“Moon House Data”	Moon House (Shenzhen) Data Technology Co., Ltd. (月亮小屋 (深圳) 數據技術有限公司), a company established in the PRC with limited liability on 10 November 2015, an indirect wholly owned subsidiary of our Company
“Mr. Luo”	Mr. Luo Qiuping (羅秋平), an executive Director and the chief executive officer of our Company, and the spouse of Ms. Pan
“Ms. Pan”	Ms. Pan Dong (潘東), an executive Director and the chairman of our Company, one of our Controlling Shareholders, and the spouse of Mr. Luo
“Nantong Moon House”	Moon House (Nantong) Washing Co., Ltd. (月亮小屋 (南通) 洗滌有限公司), a company established in the PRC with limited liability on 8 January 2019, an indirect wholly owned subsidiary of our Company
“Nomination Committee”	the nomination committee of our Board
“Offer Price”	the final offer price per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%) of not more than HK\$13.16 and expected to be not less than HK\$10.20, such price to be determined by agreement between the Joint

	Global Coordinators (on behalf of the Underwriters) and our Company on or before the Price Determination Date
“Offer Price Range”	HK\$10.20 to HK\$13.16 per Offer Share
“Offer Shares”	the Hong Kong Offer Shares and the International Offer Shares, together with, where relevant, any additional Shares which may be issued by our Company pursuant to any exercise of the Over-allotment Option
“Over-allotment Option”	the option expected to be granted by our Company under the International Underwriting Agreement to the International Underwriters, exercisable by the Joint Global Coordinators (on behalf of the International Underwriters), pursuant to which our Company may be required to issue up to an additional 112,068,500 Shares (representing not more than approximately 15% of the number of Offer Shares initially being offered under the Global Offering) at the Offer Price, to cover over-allocations in the International Offering, if any, as further described in the section headed “Structure of the Global Offering”
“Pre-IPO Investments”	the pre-IPO investments in our Company undertaken by the Pre-IPO Investors, details of which are set out in the section headed “History, Reorganisation and Corporate Structure – Major Shareholding Changes and Pre-IPO Investments”
“Pre-IPO Investors”	HCM, CCIL and Hai Fei
“Pre-IPO Share Option Scheme”	the pre-IPO share option scheme conditionally adopted by our Board on 23 September 2020 as amended from time to time, the principal terms of which are set out in “D. Pre-IPO Share Option Scheme – 1. Pre-IPO Share Option Scheme” in Appendix V to this prospectus
“Price Determination Date”	the date, expected to be on or about Wednesday, 9 December 2020, on which the Offer Price will be determined and, in any event, not later than Tuesday, 15 December 2020
“province”	a province, autonomous administrative region or municipality under the direct administration of the central government in China
“QIB”	a qualified institutional buyer within the meaning of Rule 144A
“Regulation S”	Regulation S under the U.S. Securities Act

“Relevant Persons”	the Joint Global Coordinators, the Joint Sponsors, the Joint Bookrunners, the Underwriters, any of their or our Company’s respective directors, officers or representatives or any other person involved in the Global Offering
“Remuneration Committee”	the remuneration committee of our Board
“RMB” or “Renminbi”	Renminbi, the lawful currency of the PRC
“Rule 144A”	Rule 144A under the U.S. Securities Act
“SAFE”	State Administration of Foreign Exchange of the PRC (中華人民共和國國家外匯管理局)
“SAFE Circular 7” or “Stock Option Rules”	the Notices of the SAFE on Issues Concerning the Foreign Exchange Administration for Domestic Individuals Participating in Stock Incentive Plan of Overseas Publicly-Listed Company (《國家外匯管理局關於境內個人參與境外上市公司股權激勵計劃外匯管理有關問題的通知》), which was promulgated by the SAFE on 15 February 2012
“SAFE Circular 37”	the Circular of the SAFE on Issues concerning Foreign Exchange Administration over the Overseas Investment and Financing and Round-trip Investment by Domestic Residents via Special Purpose Vehicles (《國家外匯管理局關於境內居民通過特殊目的公司境外投融資及返程投資外匯管理有關問題的通知》), which was promulgated by the SAFE on 4 July 2014 and became effective on the same date
“SAFE Circular 75”	the Notices of the SAFE on Issues Relating to Foreign Exchange Control on Fund Raising by Domestic Residents through Offshore Special Purpose Vehicles and Round-trip Investments (《國家外匯管理局關於境內居民通過境外特殊目的公司融資及返程投資外匯管理有關問題的通知》), which was promulgated by the SAFE on 21 October 2005
“SAIC”	State Administration for Industry and Commerce of the PRC (中華人民共和國國家工商行政管理總局)
“SAT”	State Administration of Taxation of the PRC (中華人民共和國國家稅務總局)
“SCNPC”	the Standing Committee of the National People’s Congress of the PRC (中華人民共和國全國代表大會常務委員會)
“SFC”	the Securities and Futures Commission of Hong Kong

“SFO”	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), as amended or supplemented from time to time
“Share(s)”	ordinary share(s) in the share capital of our Company with a par value of HK\$0.01 each
“Shareholder(s)”	holder(s) of our Shares
“Social Insurance Law”	the Social Insurance Law of the PRC (《中華人民共和國社會保險法》), as amended, supplemented or otherwise modified from time to time
“Stabilising Manager”	Merrill Lynch (Asia Pacific) Limited through its affiliates
“Stock Borrowing Agreement”	the stock borrowing agreement expected to be entered into on or about the Price Determination Date between the Stabilising Manager (or its affiliate) and ZED
“Stock Exchange”	the Stock Exchange of Hong Kong Limited
“Takeovers Code”	the Hong Kong Code on Takeovers and Mergers
“Track Record Period”	the three years ended 31 December 2019 and the six months ended 30 June 2020
“Underwriters”	the Hong Kong Underwriters and the International Underwriters
“Underwriting Agreements”	the Hong Kong Underwriting Agreement and the International Underwriting Agreement
“U.S.” or “United States”	the United States of America, its territories and possessions, any state of the United States and the District of Columbia
“U.S. Securities Act”	the United States Securities Act of 1933, as amended
“US\$” or “U.S. Dollars”	U.S. dollars, the lawful currency of the United States of America
“Villa La Luna”	Villa La Luna (China) Co., Ltd. (月亮小屋(中國)有限公司), a company established in the PRC with limited liability on 30 June 2014, an indirect wholly owned subsidiary of our Company
“Villa La Luna Group”	Villa La Luna Group Limited 月亮小屋國際集團有限公司, a company incorporated in Hong Kong with limited liability on 3 March 2014, an indirect wholly owned subsidiary of our Company

“ WHITE Application Form(s) ”	the application form(s) for use by the public who require(s) such Hong Kong Offer Shares to be issued in the applicant’s/ applicants’ own name
“ White Form eIPO ”	the application for Hong Kong Offer Shares to be issued in the applicant’s own name by submitting applications online through the designated website of White Form eIPO at www.eipo.com.hk
“ White Form eIPO Service Provider ”	Computershare Hong Kong Investor Services Limited
“ Xingshuo Guangzhou ”	Xingshuo (Guangzhou) Industrial Co., Ltd. (星朔 (廣州) 實業有限公司), a company established in the PRC with limited liability on 26 September 1997, an indirect wholly owned subsidiary of our Company
“ YELLOW Application Form(s) ”	the application form(s) for use by the public who require(s) such Hong Kong Offer Shares to be deposited directly into CCASS
“ ZED ”	ZED Group Limited, a company incorporated in Samoa with limited liability on 16 March 2001 which is wholly owned by Ms. Pan, and one of our Controlling Shareholders

In this prospectus, unless the context otherwise requires, the terms “**associate**”, “**connected person**”, “**connected transaction**”, “**controlling shareholder**”, “**subsidiary**” and “**substantial shareholder**” shall have the meanings given to such terms in the Listing Rules, unless the context otherwise requires.

Certain amounts and percentage figures included in this prospectus have been subject to rounding adjustments. Accordingly, figures shown as totals in certain tables may not be an arithmetic aggregation of the figures preceding them.

Solely for your convenience, this prospectus contains translations among certain amounts denominated in Renminbi, Hong Kong dollars and U.S. dollars. Unless otherwise specified, this prospectus contains certain translations for convenience purposes at the following rates: Renminbi into Hong Kong dollars at the rate of HK\$1.00 to RMB0.9134, Renminbi into U.S. dollars at the rate of US\$1.00 to RMB7.0795 and Hong Kong dollars into U.S. dollars at the rate of US\$1.00 to HK\$7.7501. The RMB to HK\$ and US\$ to RMB exchange rates are quoted by the PBOC for foreign exchange transactions prevailing on 30 June 2020. No representation is made that any amounts in Renminbi, Hong Kong dollars or U.S. dollars can be or could have been at the relevant dates converted at the above rates or any other rates or at all.

Unless otherwise specified, all references to any shareholdings in our Company following the completion of the Global Offering and the Capitalisation Issue assume that the Over-allotment Option is not exercised.

B. GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain terms used in this prospectus in connection with our Group and its business. The terminologies and their meanings may not correspond to standard industry meanings or usage of those terms.

“618 Shopping Festival”	the annual online promotional event held by JD.com
“BM Laundry Academy”	the Blue Moon Applied Sciences and Laundry Academy (藍月亮洗滌研究院), our research and development institution with a focus on laundry products and laundry methods
“CAGR”	compound annual growth rate
“CCTV”	China Central Television, the state-owned television network in China
“cleaning consultant(s)”	staff we deploy to retail points of sale to deliver household care-related knowledge and answer inquiries of consumers
“COVID-19”	2019 novel coronavirus, being a disease caused by a new strain of coronavirus
“CRM system”	the client relationship management system
“fabric care product(s)”	mainly include laundry detergents and surfactant formulated to meet a variety of stain and soil removal, bleaching, fabric softening and conditioning and disinfectant requirements under different conditions
“GFA”	gross floor area
“home care product(s)”	products with an ability to remove dirt and stains from different materials, reducing germs and removing unpleasant odours
“ISO9001”	an international standard that specifies requirements for a quality management system
“ISO14001”	an international standard that specifies requirements for an effective environmental management system
“key account client(s)”	customer(s) which makes sustainably repeat purchases from a supplier
“kg”	kilogram
“KOL(s)”	person(s) or organisation(s) who have expert knowledge and influence in a respective field

“labour hours per unit”	our labour hours per unit is calculated by dividing the total production of the year by the total production time of the same year
“LDPE”	low density polyethylene
“liquefaction”	the process of transition a solid object to liquid
“Making”	the process of chemical mixing
“Moon House (月亮小屋) app”	our proprietary mobile app that provides a number of services to small grocery stores and other vendors, including wholesale, payment and product-related knowledge consultation
“OHSAS18001”	a British standard that specifies requirements for occupational health and safety management systems
“personal hygiene product(s)”	mainly include liquid soap and bar soap
“retail sales value”	a value which is calculated by (online product sales revenue × online channel mark-up × VAT + offline product sales revenue × offline channel mark-up × VAT) × adjusting factor
“Singles’ Day”	the online promotional event held by Alibaba Group annually
“sq.m.”	square metre
“Supreme Laundry (至尊洗衣) app”	our proprietary mobile app that provides a number of laundry related services to consumers, including order placement, payment, scheduled pickup, product purchase, and online consultation service
“surfactant(s)”	compounds that lower the surface tension between two liquids, between a gas and a liquid, or between a liquid and a solid
“tier one cities”	Beijing, Shanghai, Guangzhou and Shenzhen
“tier three cities”	Haikou, Zhuhai, Zhenjiang, Yangzhou, Linyi, Luoyang, Tangshan, Hohhot, Yancheng, Shantou, Langfang, Taizhou, Jining, Huzhou, Jiangmen, Yinchuan, Zibo, Handan, Wuhu, Zhangzhou, Mianyang, Guilin, Sanya, Zunyi, Xianyang, Shangrao, Putian, Yichang, Ganzhou, Huai’an, Jieyang, Cangzhou, Shangqiu, Lianyungang, Liuzhou, Yueyang, Xinyang, Zhuzhou, Hengyang, Xiangyang, Nanyang, Weihai, Zhanjiang, Baotou, Anshan, Jiujiang, Daqing, Xuchang, Xinxiang, Ningde, Xining, Suqian, Heze, Bengbu, Xingtai, Tongling, Fuyang,

Jingzhou, Zhumadian, Xiangtan, Chuzhou, Zhaoqing, Deyang, Qujing, Qinhuangdao, Chaozhou, Jilin, Changde, Yichun and Huanggang

“tier two cities”

Chengdu, Hangzhou, Chongqing, Wuhan, Suzhou, Xi’an, Tianjin, Nanjing, Zhengzhou, Changsha, Shenyang, Qingdao, Ningbo, Dongguan, Wuxi, Kunming, Dalian, Xiamen, Hefei, Foshan, Fuzhou, Harbin, Jinan, Wenzhou, Changchun, Shijiazhuang, Changzhou, Quanzhou, Nanning, Guiyang, Nanchang, Nantong, Jinhua, Xuzhou, Taiyuan, Jiaxing, Yantai, Huizhou, Baoding, Taizhou, Zhongshan, Shaoxing, Urumqi, Weifang and Lanzhou

“tonne”

a metric unit of mass equal to 1,000 kilograms

If there is any inconsistency between the English version of this prospectus and the Application Forms, and their respective Chinese translation, the English version of this prospectus and the Application Forms, shall prevail unless otherwise stated. However, if there is any inconsistency between the names of any of the entities mentioned in the English version of this prospectus which are not in the English language and their English translations, the names in their respective original language shall prevail.