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Blue Moon Group Holdings Limited

藍月亮集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6993)

PROFIT WARNING

This announcement is made by Blue Moon Group Holdings Limited (the “**Company**”, and 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 in the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on preliminary information including the unaudited management accounts of the Group, the Group expects to record a consolidated loss attributable to equity holders of the Company of approximately HK\$665 million for the six months ended 30 June 2024 (the “**First Half of 2024**”), as compared to the consolidated loss attributable to equity holders of the Company of approximately HK\$167.5 million for the six months ended 30 June 2023 (the “**First Half of 2023**”).

The Company recorded an increase in sales across all product categories and all sales channels except for direct sales to key account channels and recorded an overall increase in sales of not less than approximately 38% as compared to the First Half of 2023, leading to a higher gross profit and gross profit margin for the First Half of 2024. The sales recorded from the new e-commerce channel increased by approximately 4.5 times in the First Half of 2024 as compared to the First Half of 2023. However, the increase in sales in the First Half of 2024 was offset by a higher increase in selling and distribution expenses in relation to the increased selling activities and especially due to the promotion of new products, the expansion of business in developing new e-commerce channels and brand building.

In face of the evolving changes in consumption patterns and consumption needs, the Group has conducted thorough research of the consumption behaviour of domestic consumers in mainstream e-commerce channels and strategically adjusted its product placement and sales model on e-commerce platforms to reach out to consumers more effectively and enhance the Group’s overall online presence. With live streaming e-commerce becoming increasingly popular in the First Half of 2024, the Group has increased its selling and distribution expenses to focus on planning for its sales and marketing on online e-commerce platforms which help consolidate its market position on these online e-commerce platforms and fuel its long-term sales growth. The Group’s enhanced sales and marketing efforts have started to demonstrate their impact, as evidenced by its top ranking on major e-commerce platforms during the “618 Shopping Festival”. During the “618 Shopping Festival” in the First Half of 2024, the Group ranked first in terms of cumulative sales on multiple major e-commerce platforms, and sold more than ten million of bottles of concentrated liquid laundry detergent namely Zhizun Biotech Liquid Laundry Detergent (至尊生物科技洗衣液) in total in a single live streaming. However, as the selling and distribution expenses increased in a higher proportion as compared to the increase in sales at the beginning stage of the business development, the Group recorded an overall increase in consolidated loss attributable to equity holders of the Company in the First Half of 2024.

The information contained in this announcement is only based on the Company's preliminary assessment of information including the unaudited management accounts of the Group and the relevant business data currently available which has not been reviewed by its auditors nor reviewed or approved by the audit committee of the Board. The above information may therefore be different from the consolidated results of the Group for the First Half of 2024. The Company is in the process of preparing for and finalising the results for the First Half of 2024 and expects to publish the results announcement of the Company on or before 31 August 2024.

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

By Order of the Board
Blue Moon Group Holdings Limited
PAN Dong
Chairman & Executive Director

Hong Kong, 16 July 2024

As at the date of this announcement, the Board comprises Ms. PAN Dong, Mr. LUO Qiuping, Ms. LUO Dong, Mr. POON Kwok Leung and Ms. XIAO Haishan as Executive Directors; and Mr. Bruno Robert MERCIER, Ms. NGAN Edith Manling and Mr. HU Yebi as Independent Non-executive Directors.