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**Laopu Gold Co., Ltd.**  
**老鋪黃金股份有限公司**

*(A joint stock company incorporated in the People's Republic of China with limited liability)*  
**(Stock Code: 6181)**

**POSITIVE PROFIT ALERT**

This announcement is made by Laopu Gold Co., Ltd. (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 (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024 (the “**First Half Year of 2024**”) and the information currently available to the Board, it is expected that the Group will record net profit in the range of approximately RMB550 million to RMB600 million for the First Half Year of 2024, representing an increase of approximately 180% to 205%, as compared to the net profit of approximately RMB196.75 million for the corresponding period of the previous year.

To the best knowledge of the Board, the increase in net profit during the reporting period was mainly due to:

- (i) the expansion of brand awareness of the Group which led to an overall increased revenue for existing boutiques, including both online and offline channels;
- (ii) the continuing optimization, promotion and iteration of the Group’s products which facilitated the sustained revenue growth;
- (iii) customers’ preference for high-quality heritage gold products with significant cultural and product value resulting from the changes in consumer consumption attitudes and upgrading of consumption concepts; and
- (iv) as compared to the corresponding period of 2023, the Company opened six new boutiques and expanded one boutique which resulted in an increased revenue contribution.

As at the date of this announcement, the Company is still in the process of finalizing the unaudited interim results of the Group for the First Half Year of 2024. The information contained in this announcement is only the preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024 and information currently available to the Board as at the date of this announcement which have neither been audited or reviewed by the Company's auditors nor reviewed by the Company's audit committee and may be subject to finalization and possible adjustments arising from further review. Shareholders and potential investors of the Company are advised to carefully read the interim results announcement of the Company for the six months ended June 30, 2024, which is expected to be published in August 2024.

**Potential investors and Shareholders should exercise caution when dealing in the Company's shares.**

By Order of the Board  
**Laopu Gold Co., Ltd.**  
**老鋪黃金股份有限公司**  
**XU Gaoming**  
*Chairman and Executive Director*

Hong Kong, July 30, 2024

*As at the date of this announcement, the Board of Directors of the Company comprises (i) Mr. Xu Gaoming, Mr. Feng Jianjun, Mr. Xu Rui and Mr. Jiang Xia as executive directors; and (ii) Mr. Sun Yijun, Dr. He Yurun and Mr. See Tak Wah as independent non-executive directors.*