

Please use this form if you want the Hong Kong Offer Shares to be issued in your name

閣下如欲以本身名義登記將獲發行的香港發售股份，請使用本表格

Staple your
payment
here
請將股款
緊釘在此

This Application Form uses the same terms as defined in the prospectus of Blue Moon Group Holdings Limited (the “Company”) dated 4 December 2020 (the “Prospectus”). 本申請表格所使用的詞彙與藍月亮集團控股有限公司(「本公司」)於2020年12月4日刊發的招股章程(「招股章程」)所界定者相同。

Neither this Application Form nor the Prospectus constitutes an offer to sell or the solicitation of an offer to buy any Hong Kong Offer Shares in any jurisdiction other than Hong Kong. The Hong Kong Offer Shares may not be offered or sold in the United States without registration or an exemption from registration under the U.S. Securities Act. 本申請表格及招股章程概不構成在香港以外的任何司法權區要約出售或游說要約購買任何香港發售股份。若無根據美國證券法登記或獲豁免登記，香港發售股份不得在美國提呈發售或出售。

This Application Form and the Prospectus may not be forwarded or distributed or reproduced (in whole or in part) in any manner whatsoever in any jurisdiction where such forwarding, distribution or reproduction is not permitted under the law of that jurisdiction. 在任何根據當地法例不得發送、派發或複製本申請表格及招股章程的司法權區內，概不得以任何方式發送或派發或複製(不論全部或部分)本申請表格及招股章程。

Copies of the Prospectus, all related Application Forms and the other documents specified in “Appendix VI — Documents Delivered to the Registrar of Companies in Hong Kong and Available for Inspection” to the Prospectus have been registered by the Registrar of Companies in Hong Kong as required by section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong). Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “Stock Exchange”), Hong Kong Securities Clearing Company Limited (“HKSCC”), the Securities and Futures Commission of Hong Kong (the “SFC”) and the Registrar of Companies in Hong Kong take no responsibility for the contents of these documents. 招股章程、所有相關申請表格及招股章程「附錄六一送呈香港公司註冊處處長及備查文件」所述的其他文件已遵照香港法例第32章公司(清盤及雜項條文)條例第342C條的規定送呈香港公司註冊處處長登記。香港交易及結算所有限公司、香港聯合交易所有限公司(「聯交所」)、香港中央結算有限公司(「香港結算」)、香港證券及期貨事務監察委員會(「證監會」)及香港公司註冊處處長對該等文件的內容概不負責。



Blue Moon Group Holdings Limited

藍月亮集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

Stock code : 6993

股份代號 : 6993

Maximum Offer Price : HK\$13.16 per Offer Share plus brokerage of 1.0%,
SFC transaction levy of 0.0027% and Stock Exchange
trading fee of 0.005% (payable in full on application
in Hong Kong dollars and subject to refund)

最高發售價 : 每股發售股份13.16港元，另加1.0%經紀佣金、0.0027%
證監會交易徵費及0.005%聯交所交易費(須於申請時
以港元繳足，多繳股款可予退還)

You should read this Application Form in conjunction with the Prospectus, which contains further information on the application procedures. 招股章程載有關於申請手續的進一步資料，閣下應將本申請表格連同招股章程一併閱讀。

Application Form 申請表格

To: Blue Moon Group Holdings Limited
The Joint Sponsors
The Joint Global Coordinators
The Joint Bookrunners
The Hong Kong Underwriters

致：藍月亮集團控股有限公司
聯席保薦人
聯席全球協調人
聯席賬簿管理人
香港包銷商

Applicants' declaration

I/We agree to the terms and conditions and application procedures in this Application Form and the Prospectus. Please refer to the “Effect of completing and submitting this Application Form” section of this Application Form.

申請人聲明

本人/吾等同意本申請表格及招股章程的條款及條件以及申請手續。請參閱本申請表格「填寫及遞交本申請表格的效用」一節。

Warning: Only one application may be made for the benefit of any person. Please refer to the last four bullets of “Effect of completing and submitting this Application Form” section.

警告：僅可就任何人士的利益作出一份申請。請參閱「填寫及遞交本申請表格的效用」一節最後四點。

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閣下如欲以本身名義登記將獲發行的香港發售股份，請使用本表格

- * (1) An individual must provide his Hong Kong identity card number or, if he does not hold a Hong Kong identity card, his passport number. A body corporate must provide its Hong Kong business registration number. Each joint applicant must provide its or his relevant number. The Hong Kong identity card number(s)/passport number(s)/Hong Kong business registration number(s) will be transferred to a third party for checking the Application Form's validity. 個人必須填寫其香港身份證號碼或（如非香港身份證持有人）護照號碼。法人團體必須填寫其香港商業登記號碼。每名聯名申請人均須提供其相關號碼。該等香港身份證號碼／護照號碼／香港商業登記號碼將轉交第三方以核實申請表格的有效性。
- (2) Part of the Hong Kong identity card number/passport number of you or, for joint applicants, the first-named applicant may be printed on your refund cheque (if any). Your banker may require verification of your Hong Kong identity card number/passport number before you can cash your refund cheque. 退款支票（如有）上或會印有 閣下或（如屬聯名申請人）排名首位申請人的香港身份證號碼／護照號碼的一部分。銀行於兌現退款支票前或會要求查證 閣下的香港身份證號碼／護照號碼。
- (3) If an application is made by an unlisted company and:
- the principal business of that company is dealing in securities; and
 - you exercise statutory control over that company,
- then the application will be treated as being made for your benefit.
- 如申請人是一家非上市公司，而：
- 該公司的主要業務為證券買賣；及
 - 閣下可對該公司行使法定控制權，
- 是項申請將視作為 閣下的利益提出。

樣版

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Sample

How to make your application

- Use the table below to calculate how much you must pay. Your application must be for a minimum of 500 Hong Kong Offer Shares and in one of the numbers set out in the table, or your application will be rejected.

NUMBER OF SHARES THAT MAY BE APPLIED FOR AND PAYMENTS							
No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$	No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$	No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$	No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$
500	6,646.31	10,000	132,926.13	600,000	7,975,567.99	20,000,000	265,852,266.40
1,000	13,292.62	20,000	265,852.27	700,000	9,304,829.32	30,000,000	398,778,399.60
1,500	19,938.92	30,000	398,778.40	800,000	10,634,090.66	37,356,500 ⁽¹⁾	496,565,509.49
2,000	26,585.23	40,000	531,704.53	900,000	11,963,351.99		
2,500	33,231.54	50,000	664,630.67	1,000,000	13,292,613.32		
3,000	39,877.84	60,000	797,556.80	2,000,000	26,585,226.64		
3,500	46,524.14	70,000	930,482.93	3,000,000	39,877,839.96		
4,000	53,170.45	80,000	1,063,409.07	4,000,000	53,170,453.28		
4,500	59,816.76	90,000	1,196,335.20	5,000,000	66,463,066.60		
5,000	66,463.07	100,000	1,329,261.33	6,000,000	79,755,679.92		
6,000	79,755.68	200,000	2,658,522.66	7,000,000	93,048,293.24		
7,000	93,048.30	300,000	3,987,784.00	8,000,000	106,340,906.56		
8,000	106,340.90	400,000	5,317,045.33	9,000,000	119,633,519.88		
9,000	119,633.52	500,000	6,646,306.66	10,000,000	132,926,133.20		

(1) Maximum number of Hong Kong Offer Shares you may apply for.

- Complete the form in English in **BLOCK** letters and sign it. Only written signatures will be accepted (and not by way of personal chop).
- Staple your cheque or banker's cashier order to the form. Each application for the Hong Kong Offer Shares must be accompanied by either one separate cheque or one separate banker's cashier order. Your application will be rejected if your cheque or banker's cashier order does not meet all the following requirements:

The cheque must:	Banker's cashier order must:
<ul style="list-style-type: none"> be in Hong Kong dollars; not be post-dated; be made payable to “CCB NOMINEES LIMITED — BLUE MOON PUBLIC OFFER”; be crossed “Account Payee Only”; 	
<ul style="list-style-type: none"> be drawn on your Hong Kong dollar bank account in Hong Kong; and show your account name, which must either be pre-printed on the cheque, or be endorsed on the back by a person authorised by the bank. This account name must correspond with your name. If it is a joint application, the account name must be the same as the first-named applicant's name. 	<ul style="list-style-type: none"> be issued by a licensed bank in Hong Kong, and have your name certified on the back by a person authorised by the bank. The name on the banker's cashier order must correspond with your name. If it is a joint application, the name on the back of the banker's cashier order must be the same as the first-named applicant's name.

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4. Tear off the Application Form, fold it once and lodge your completed Application Form (with cheque or banker's cashier order attached) to one of the collection boxes at any of the following branches of:

China Construction Bank (Asia) Corporation Limited

	Branch name	Address
Hong Kong Island	Central Branch	6 Des Voeux Road Central Central
	Causeway Bay Plaza Branch	G/F, Causeway Bay Plaza 1 Causeway Bay
Kowloon	Mongkok Nathan Road Branch	788 Nathan Road Mongkok
	Kwun Tong Hoi Yuen Road Branch	56 Hoi Yuen Road Kwun Tong
New Territories	Yuen Long Branch	68 Castle Peak Road Yuen Long

Standard Chartered Bank (Hong Kong) Limited

	Branch name	Address
Hong Kong Island	188 Des Voeux Road Branch	Shop No. 7 on G/F, whole of 1/F–3/F Golden Centre 188 Des Voeux Road Central Hong Kong
	Quarry Bay Branch	G/F, Westlands Gardens 1027 King's Road Quarry Bay
Kowloon	Tsimshatsui Branch	Shop G30 & B117–23 G/F, Mira Place One 132 Nathan Road Tsim Sha Tsui
	Telford Gardens Branch	Shop P9–12, Telford Centre Telford Gardens Tai Yip Street Kowloon Bay
New Territories	Tseung Kwan O Branch	Shop G37–40, G/F Hau Tak Shopping Centre East Wing Hau Tak Estate Tseung Kwan O

5. Your Application Form can be lodged at these times:

Friday, 4 December 2020 — 10:00 a.m. to 5:00 p.m.
Saturday, 5 December 2020 — 10:00 a.m. to 1:00 p.m.
Monday, 7 December 2020 — 10:00 a.m. to 5:00 p.m.
Tuesday, 8 December 2020 — 10:00 a.m. to 5:00 p.m.
Wednesday, 9 December 2020 — 10:00 a.m. to 12:00 noon

6. The latest time for lodging your application is 12:00 noon on Wednesday, 9 December 2020. The application lists will be open between 11:45 a.m. and 12:00 noon on that day, subject only to the weather conditions, as described in "C. Effect of Bad Weather on the Opening and Closing of the Application Lists" in the "How to Apply for Hong Kong Offer Shares" section of the Prospectus.

閣下如欲以本身名義登記將獲發行的香港發售股份，請使用本表格

申請手續

1. 請使用下表計算閣下應付的款項。閣下申請認購的股份數目須至少為500股香港發售股份，並為下表所列的其中一個數目，否則閣下的申請將不獲受理。

可供申請認購的股份數目及應繳款項

申請認購的香港發售股份數目	申請時應繳款項 港元	申請認購的香港發售股份數目	申請時應繳款項 港元	申請認購的香港發售股份數目	申請時應繳款項 港元	申請認購的香港發售股份數目	申請時應繳款項 港元
500	6,646.31	10,000	132,926.13	600,000	7,975,567.99	20,000,000	265,852,266.40
1,000	13,292.62	20,000	265,852.27	700,000	9,304,829.32	30,000,000	398,778,399.60
1,500	19,938.92	30,000	398,778.40	800,000	10,634,090.66	37,356,500 ⁽¹⁾	496,565,509.49
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4,000	53,170.45	80,000	1,063,409.07	4,000,000	53,170,453.28		
4,500	59,816.76	90,000	1,196,335.20	5,000,000	66,463,066.60		
5,000	66,463.07	100,000	1,329,261.33	6,000,000	79,755,679.92		
6,000	79,755.68	200,000	2,658,522.66	7,000,000	93,048,293.24		
7,000	93,048.30	300,000	3,987,784.00	8,000,000	106,340,906.56		
8,000	106,340.90	400,000	5,317,045.33	9,000,000	119,633,519.88		
9,000	119,633.52	500,000	6,646,306.66	10,000,000	132,926,133.20		

(1) 閣下可申請認購的香港發售股份最高數目。

2. 請以英文正楷填妥及簽署表格。僅接納親筆簽名(不得以個人印章代替)。
3. 閣下須將支票或銀行本票釘於表格上。每份香港發售股份申請須隨附一張獨立開出的支票或一張獨立開出的銀行本票。支票或銀行本票必須符合以下所有規定，否則閣下的申請將不獲受理：

支票須：	銀行本票須：
<ul style="list-style-type: none"> 為港元支票； 不得為期票； 註明抬頭人為「建行(代理人)有限公司—藍月亮公開發售」； 劃線註明「只准入抬頭人賬戶」； 	<ul style="list-style-type: none"> 由香港持牌銀行開出，並由有關銀行授權的人士在銀行本票背面簽署核證閣下的姓名／名稱。銀行本票所示姓名／名稱須與閣下的姓名／名稱相同。如屬聯名申請，銀行本票背面所示姓名／名稱必須與排名首位申請人的姓名／名稱相同。
<ul style="list-style-type: none"> 從閣下在香港的港元銀行賬戶中開出；及 顯示閣下的賬戶名稱，而該賬戶名稱必須已預印在支票上，或由有關銀行授權的人士在支票背書。該賬戶名稱必須與閣下的姓名／名稱相同。如屬聯名申請，則賬戶名稱必須與排名首位申請人的姓名／名稱相同。 	

閣下如欲以本身名義登記將獲發行的香港發售股份，請使用本表格

4. 請撕下申請表格，對摺一次，然後將填妥的申請表格（連同隨附支票或銀行本票）投入下列任何一家分行的收集箱：

中國建設銀行(亞洲)股份有限公司

	分行名稱	地址
港島	中環分行	中環 德輔道中6號
	銅鑼灣廣場分行	銅鑼灣 銅鑼灣廣場一期地下
九龍	旺角彌敦道分行	旺角 彌敦道788號
	觀塘開源道分行	觀塘 開源道56號
新界	元朗分行	元朗 青山公路68號

渣打銀行(香港)有限公司

	分行名稱	地址
港島	188德輔道中分行	香港 德輔道中188號 金龍中心地下7號舖 1樓至3樓全層
	鰂魚涌分行	鰂魚涌 英皇道1027號 惠安苑地下
九龍	尖沙咀分行	尖沙咀 彌敦道132號 美麗華廣場一期地下G30號舖 及低層地下B117-23號舖
	德福花園分行	九龍灣 大業街 德福花園 德福中心商場P9-12號舖
新界	將軍澳分行	將軍澳 厚德邨 厚德商場東翼 地下G37-40號舖

5. 閣下可於下列時間遞交申請表格：

2020年12月4日(星期五)	—	上午十時正至下午五時正
2020年12月5日(星期六)	—	上午十時正至下午一時正
2020年12月7日(星期一)	—	上午十時正至下午五時正
2020年12月8日(星期二)	—	上午十時正至下午五時正
2020年12月9日(星期三)	—	上午十時正至中午十二時正

6. 截止遞交申請的時間為2020年12月9日(星期三)中午十二時正。本公司將於當日上午十一時四十五分至中午十二時正期間登記認購申請，惟僅受限於當日的天氣情況(詳情請參閱招股章程「如何申請香港發售股份」一節「C.惡劣天氣對開始及截止辦理申請登記的影響」)。



Blue Moon Group Holdings Limited

藍月亮集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Conditions of your application

A. Who can apply

1. You and any person(s) for whose benefit you are applying must be 18 years of age or older and must have a Hong Kong address.
2. If you are a firm, the application must be in the individual members' names.
3. The number of joint applicants may not exceed four.
4. If you are a body corporate, the application must be signed by a duly authorised officer, who must state his representative capacity, and stamped with your corporation's chop.
5. You must be outside the United States (within the meaning of Regulation S) or are a person described in paragraph (h)(3) of Rule 902 of Regulation S and not be a legal or natural person of the PRC (except qualified domestic institutional investors).
6. Unless permitted by the Listing Rules, you cannot apply for any Hong Kong Offer Shares if you:
 - are an existing beneficial owner of Shares and/or a substantial shareholder of any of the Company's subsidiaries;
 - are a director or chief executive of the Company and/or any of the Company's subsidiaries;
 - are a close associate (as defined in the Listing Rules) of any of the above persons;
 - are a connected person (as defined in the Listing Rules) of the Company or a person who will become a connected person of the Company immediately upon completion of the Global Offering; or
 - have been allocated or have applied for any International Offer Shares or otherwise participated in the International Offering.

B. If you are a nominee

You, as a nominee, may make more than one application for the Hong Kong Offer Shares by: (i) giving electronic application instructions to HKSCC via Central Clearing and Settlement System ("CCASS") (if you are a CCASS Participant); or (ii) using a **WHITE** or **YELLOW** Application Form, and lodge more than one application in your own name on behalf of different beneficial owners.

C. Effect of completing and submitting this Application Form

By completing and submitting this Application Form, you (and if you are joint applicants, each of you jointly and severally) for yourself or as an agent or a nominee on behalf of each person for whom you act:

- undertake to execute all relevant documents and instruct and authorise the Company and/or the Joint Global Coordinators (or their agents or nominees), as agents of the Company, to execute any documents for you and to do on your behalf all things necessary to register any Hong Kong Offer Shares allocated to you in your name as required by the Articles of Association;
- agree to comply with the Memorandum of Association and Articles of Association, the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong) and Cayman Companies Law;
- confirm that you have read the terms and conditions and application procedures set out in the Prospectus and in this Application Form and agree to be bound by them;
- confirm that you have received and read the Prospectus and have relied only on the information and representations contained in the Prospectus in making your application and will not rely on any other information or representations except those in any supplement to the Prospectus;
- confirm that you are aware of the restrictions on the Global Offering in the Prospectus;

- agree that none of the Company, the Relevant Persons and the **White Form eIPO** Service Provider is or will be liable for any information and representations not in the Prospectus (and any supplement to it);
- undertake and confirm that you or the person(s) for whose benefit you have made the application have not applied for or taken up, or indicated an interest for, and will not apply for or take up, or indicate an interest for, any International Offer Shares nor participated in the International Offerings;
- agree to disclose to the Company, the Hong Kong Share Registrar, the receiving banks, and the Relevant Persons any personal data which any of them may require about you and the person(s) for whose benefit you have made the application;
- if the laws of any place outside Hong Kong apply to your application, agree and warrant that you have complied with all such laws and neither the Company nor the Relevant Persons will breach any law outside Hong Kong as a result of the acceptance of your offer to purchase, or any action arising from your rights and obligations under the terms and conditions contained in the Prospectus and this Application Form;
- agree that once your application has been accepted, you may not rescind it because of an innocent misrepresentation;
- agree that your application will be governed by the laws of Hong Kong;
- represent, warrant and undertake that (i) you understand that the Hong Kong Offer Shares have not been and will not be registered under the U.S. Securities Act; and (ii) you and any person for whose benefit you are applying for the Hong Kong Offer Shares are outside the United States (within the meaning of Regulation S) or are a person described in paragraph (h)(3) of Rule 902 of Regulation S;
- warrant that the information you have provided is true and accurate;
- agree to accept the Hong Kong Offer Shares applied for or any lesser number allocated to you under the application;
- authorise (i) the Company to place your name(s) on the Company's register of members as the holder(s) of any Hong Kong Offer Shares allocated to you and such other registers as required under the Memorandum of Association and Articles of Association of the Company, and (ii) the Company and/or its agents to send any Share certificate(s) and/ or any e-Refund payment instructions and/ or any refund cheque(s) to you or the first-named applicant for joint applications by ordinary post at your own risk to the address stated on the application, unless you have fulfilled the criteria mentioned in "G. Dispatch/Collection of Share Certificates/e-Refund Payment Instructions/Refund Cheques — Personal Collection" in the section headed "How to Apply for Hong Kong Offer Shares" in the Prospectus to collect the Share certificate(s) and/or refund cheque(s) in person;
- understand that the Joint Global Coordinators may reallocate Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering and in accordance with Guidance Letter HKEx-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practice Note 18 of the Listing Rules, the maximum total number of Offer Shares under the Hong Kong Public Offering following such reallocation shall not be more than 149,426,000 Offer Shares. Further details of the reallocation are stated in the section headed "Structure of the Global Offering" in the Prospectus;
- declare and represent that this is the only application made and the only application intended by you to be made to benefit you or the person for whose benefit you are applying;
- understand that the Company, the Directors and the Joint Global Coordinators will rely on your declarations and representations in

Please use this form if you want the Hong Kong Offer Shares to be issued in your name

deciding whether or not to allocate any of the Hong Kong Offer Shares to you and that you may be prosecuted for making a false declaration;

- (if the application is made for your own benefit) warrant that no other application has been or will be made for your benefit on a **WHITE** or **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC or through the **White Form eIPO** service or by any one as your agent or by any other person; and
- (if you are making the application as an agent for the benefit of another person) warrant that (i) no other application has been or will be made by you as agent for or for the benefit of that person or by that person or by any other person as agent for that person on a **WHITE** or **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC; and (ii) you have due authority to sign the Application Form or give **electronic application instructions** on behalf of that other person as its agent.

D. Power of attorney

If your application is made by a person under a power of attorney, the Company and the Joint Global Coordinators, as the Company's agents, may accept your application at their discretion and on any conditions they think fit, including requiring evidence of the attorney's authority.

Price Determination of the Global Offering

The Offer Price is expected to be fixed on or around Wednesday, 9 December 2020. Applicants are required to pay the Maximum Offer Price of HK\$13.16 for each Hong Kong Offer Share together with brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%. If the Offer Price is not agreed between the Company and the Joint Global Coordinators (on behalf of the Underwriters) by Tuesday, 15 December 2020, the Global Offering will not proceed and will lapse. Applications for Hong Kong Offer Shares will not be processed and no allotment of any Hong Kong Offer Shares will be made until the application lists close.

Publication of results

The Company expects to announce the Offer Price, the level of indications of interest in the International Offering, the level of applications under the Hong Kong Public Offering and the basis of allocations of the Hong Kong Offer Shares on Tuesday, 15 December 2020 on the websites of the Company at www.bluemoon.com.cn and the Stock Exchange at www.hkexnews.hk. The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be available at the times and dates and in the manner set out in "D. Publication of Results" in the section headed "How to Apply for Hong Kong Offer Shares" in the Prospectus.

The allocation of Offer Shares between the Hong Kong Public Offering and the International Offering is subject to reallocation as described in the section headed "Structure of the Global Offering" in the Prospectus. In particular the Joint Global Coordinators shall have the right to reallocate Offer Shares from the International Offering to the Hong Kong Public Offering. In accordance with Guidance Letter HKEx-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practice Note 18 of the Listing Rules, the maximum total number of Offer Shares under the Hong Kong Public Offering following such reallocation shall be not more than 149,426,000 Offer Shares. Further details on the circumstances under which the above guidance letter would apply are set out in the section headed "Structure of the Global Offering" in the Prospectus.

If your application for Hong Kong Offer Shares is successful (in whole or in part)

If you apply for 1,000,000 or more Hong Kong Offer Shares and have provided all information required by this Application Form, you may collect your refund cheque(s) and/or Share certificate(s) (where applicable) from Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Tuesday, 15 December 2020 or any other place or date notified by us in the newspapers.

If you are an individual who is eligible for personal collection, you must not authorise any other person to collect for you. If you are a corporate applicant who is eligible for personal collection, your authorised

representative must provide a letter of authorisation from your corporation stamped with your corporation's chop. Both individuals and authorised representatives must produce, at the time of collection, evidence of identity acceptable to Computershare Hong Kong Investor Services Limited.

If you do not collect your refund cheque(s) and/or Share certificate(s) (where applicable) personally within the time specified for collection, they will be dispatched promptly to the address as specified on this Application Form by ordinary post at your own risk.

If you apply for less than 1,000,000 Hong Kong Offer Shares, your refund cheque(s) and/or Share certificate(s) (where applicable) will be sent to the address specified in your Application Form on or before Tuesday, 15 December 2020, by ordinary post and at your own risk.

Refund of application monies

If you do not receive any Hong Kong Offer Shares or if your application is accepted only in part, the Company will refund to you your application monies, or the appropriate portion thereof, together with the related brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, without interest. If the Offer Price is less than the Maximum Offer Price, the Company will refund to you the surplus application monies together with the related brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, without interest.

The refund procedures are stated in the "G. Dispatch/Collection of Share Certificates/e-Refund Payment Instructions/Refund Cheques" in the "How to Apply for Hong Kong Offer Shares" section of the Prospectus.

Application by HKSCC Nominees Limited ("HKSCC Nominees")

Where this Application Form is signed by HKSCC Nominees on behalf of persons who have given electronic application instructions to apply for the Hong Kong Offer Shares, the provisions of this Application Form which are inconsistent with those set out in the Prospectus shall not apply and provisions in the Prospectus shall prevail.

Without limiting the generality of this paragraph, the following sections of this Application Form are inapplicable where this form is signed by HKSCC Nominees:

- "Applicants' declaration" on the first page;
- "Warning" on the first page;
- "If you are a nominee";
- All representations and warranties under the "Effect of completing and submitting this Application Form" section, except the first one regarding registration of Hong Kong Offer Shares in the applicant's name and the signing of documents to enable the applicant to be registered as the holder of the Hong Kong Offer Shares;
- "If your application for Hong Kong Offer Shares is successful (in whole or in part)"; and
- "Refund of application monies".

The following sections in the "How to Apply for Hong Kong Offer Shares" section of the Prospectus are inapplicable where this form is signed by HKSCC Nominees:

- "How many applications can you make"; and
- "Circumstances in which you will not be allocated Hong Kong Offer Shares".

Effect of the Information You Give to Computershare Hong Kong Investor Services Limited

Computershare Hong Kong Investor Services Limited and its related bodies' corporate, directors, officers, employees and agents ("**Representatives**") expressly disclaim and exclude to the maximum extent permitted by law any liability for any loss or damage suffered or incurred by the applicant or any other person or entity however caused relating in any way to, or connected with, any information provided by or on behalf of the applicant on or in connection with this document or any services provided hereunder, or any other written or oral communication provided by or on behalf of the applicant in connection with this document or any services provided hereunder. This includes, without limitation, any errors or omissions in such information however caused, or the Representatives or any other person or entity placing any reliance on such information or any documentation, image, recording or reproduction of such information, or its accuracy, completeness, currency or reliability.



Blue Moon Group Holdings Limited

藍月亮集團控股有限公司

(於開曼群島註冊成立的有限公司)

全球發售

申請條件

甲、可提出申請的人士

- 閣下及閣下為其利益提出申請的任何人士必須年滿18歲並擁有香港地址。
- 如閣下為公司，申請必須以個別成員名義提出。
- 聯名申請人不得超過四名。
- 如閣下為法人團體，申請須經獲正式授權的高級職員簽署，並註明其代表的職銜及加蓋公司印鑒。
- 閣下必須身處美國(定義見S規例)境外或為S規例第902條第(h)(3)段所述人士，且並非中國法人或自然人(合資格境內機構投資者除外)。
- 除非上市規則允許，否則下列人士不得申請任何香港發售股份：
 - 股份的現有實益擁有人及／或本公司任何附屬公司的主要股東；
 - 本公司及／或本公司任何附屬公司的董事或最高行政人員；
 - 上述任何人士的緊密聯繫人(定義見上市規則)；
 - 本公司的關連人士(定義見上市規則)或緊隨全球發售完成後將成為本公司關連人士的人士；或
 - 已獲分配或已申請任何國際發售股份或以其他方式參與國際發售的人士。

乙、如閣下為代名人

閣下作為代名人可提出超過一份香港發售股份申請，方法是：(i)透過中央結算及交收系統(「中央結算系統」)向香港結算發出電子認購指示(如閣下為中央結算系統參與者)；或(ii)使用白色或黃色申請表格，並可以本身名義代表不同實益擁有人提交超過一份申請。

丙、填寫及遞交本申請表格的效用

閣下填寫及遞交本申請表格，即表示閣下(如屬聯名申請人，則各人共同及個別)代表閣下本身，或作為閣下代其行事的每名人士的代理或代名人：

- 承諾簽立所有相關文件，並指示及授權本公司及／或作為本公司代理的聯席全球協調人(或其代理或代名人)代表閣下簽立任何文件，並代表閣下處理一切必要事宜，以便根據組織章程細則的規定以閣下名義登記閣下獲分配的任何香港發售股份；
- 同意遵守組織章程大綱及組織章程細則、香港法例第32章公司(清盤及雜項條文)條例及開曼群島公司法；
- 確認閣下已閱讀招股章程及本申請表格所載條款及條件以及申請程序，並同意受其約束；
- 確認閣下已收到及閱讀招股章程，且作出認購申請時僅依賴招股章程所載資料及聲明，且

不會依賴招股章程任何補充文件所載者以外的任何其他資料或聲明；

- 確認閣下知悉招股章程內有關全球發售的限制；
- 同意本公司、有關人士及白表eIPO服務供應商現時及日後均毋須對並非載於招股章程及其任何補充文件)的任何資料及聲明負責；
- 承諾及確認閣下或閣下為其利益提出申請的人士並無申請或接納或表示有意認購任何國際發售股份，亦將不會申請或接納或表示有意認購任何國際發售股份，且並無參與國際發售；
- 同意向本公司、香港股份過戶登記處、收款銀行及有關人士披露彼等所需有關閣下及閣下為其利益提出申請的人士的任何個人資料；
- 倘香港境外任何地區的法例適用於閣下的申請，則同意及保證閣下已遵守所有有關法例，且本公司及有關人士將不會因接納閣下的購買要約或因閣下於招股章程及本申請表格所載條款及條件項下的權利與義務所引致的任何行動而違反香港境外地區的任何法例；
- 同意閣下的申請一經接納，即不得因無意的失實陳述而撤回申請；
- 同意閣下的申請將受香港法例規管；
- 聲明、保證及承諾(i)閣下明白香港發售股份不曾亦不會根據美國證券法登記；及(ii)閣下及閣下為其利益申請香港發售股份的任何人士均身處美國(定義見S規例)境外，或為S規例第902條第(h)(3)段所述人士；
- 保證閣下所提供的資料真實準確；
- 同意接納所申請的香港發售股份或根據申請向閣下所分配任何較少數目的股份；
- 授權(i)本公司將閣下的姓名／名稱列入本公司股東名冊及本公司的組織章程大綱及組織章程細則規定之其他名冊，作為閣下獲分配的任何香港發售股份的持有人；及(ii)本公司及／或其代理將任何股票及／或任何電子退款指示及／或任何退款支票以普通郵遞方式按申請所示地址寄予閣下或(如屬聯名申請)排名首位的申請人，郵誤風險概由閣下自行承擔，除非閣下符合招股章程「如何申請香港發售股份」一節「G.寄發／領取股票／電子退款指示／退款支票一親身領取」一段所載親身領取股票及／或退款支票的條件；
- 明白聯席全球協調人可將發售股份由國際發售重新分配至香港公開發售以滿足香港公開發售的有效申請，以及根據聯交所發佈的指引信HKEx-GL91-18，倘並非根據上市規則第18項應用指引進行重新分配，則於有關重新分配後香港公開發售的發售股份總數最多不得超過149,426,000股發售股份。有關重新分配的進一步詳情，載於招股章程「全球發售的架構」一節；
- 聲明及表示此乃閣下為本身或閣下為其利益提出申請的人士提出及擬提出的唯一申請；

閣下如欲以本身名義登記將獲發行的香港發售股份，請使用本表格

- 明白本公司、董事及聯席全球協調人將依賴閣下的聲明及陳述而決定是否向閣下分配任何香港發售股份，閣下如作出虛假聲明，可能會被檢控；
- (倘為閣下本身的利益提出申請)保證閣下或作為閣下代理的任何人士或任何其他人士不曾亦不會為閣下的利益以白色或黃色申請表格或向香港結算或通過白表eIPO服務發出電子認購指示而提出其他申請；及
- (倘閣下作為代理為另一人士的利益提出申請)保證(i)閣下作為代理或為該人士利益或該人士或任何其他作為該人士代理的人士不曾亦不會以白色或黃色申請表格或向香港結算發出電子認購指示提出其他申請；及(ii)閣下獲正式授權作為該人士的代理代為簽署申請表格或發出電子認購指示。

丁、授權書

如閣下的申請由獲有授權書的人士提出，本公司及聯席全球協調人(作為本公司代理)可按其認為合適的任何條件(包括要求出示授權證明)酌情接納閣下的申請。

全球發售的定價

預期發售價將於2020年12月9日(星期三)或前後釐定。申請人須繳付最高發售價每股香港發售股份13.16港元，另加1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費。倘本公司與聯席全球協調人(代表包銷商)並無於2020年12月15日(星期二)之前協定發售價，全球發售將不會進行並將告失效。截止登記認購申請前，不會處理香港發售股份的申請或配發任何香港發售股份。

公佈結果

本公司預期於2020年12月15日(星期二)在本公司網站www.bluemoon.com.cn及聯交所網站www.hkexnews.hk公佈發售價、國際發售踴躍程度、香港公開發售的申請水平及香港發售股份的分配基準。香港公開發售的分配結果以及獲接納申請人的香港身份證/護照/香港商業登記號碼將於招股章程「如何申請香港發售股份」一節「D. 公佈結果」所載日期及時間按當中所載方式公佈。發售股份在香港公開發售與國際發售之間的分配視乎招股章程「全球發售的架構」一節所述的重新分配而定。特別是，聯席全球協調人有權將發售股份由國際發售重新分配至香港公開發售。根據聯交所發佈的指引信HKEEx-GL91-18，倘並非根據上市規則第18項應用指引進行重新分配，則於有關重新分配後香港公開發售的發售股份總數最多不得超過149,426,000股發售股份。有關以上指引信將適用的情況之進一步詳情，載於招股章程「全球發售的架構」一節。

如閣下的香港發售股份申請獲接納(全部或部分)倘閣下申請認購1,000,000股或以上香港發售股份，並已提供本申請表格規定的全部資料，則可於2020年12月15日(星期二)上午九時正至下午一時正前往香港中央證券登記有限公司(地址為香港灣仔皇后大道東183號合和中心17樓1712-1716號舖)或本公司在報章上公佈的任何其他地點或日期，領取閣下的退款支票及/或股票(如適用)。倘閣下為個人申請人並合資格親身領取，則閣下不得授權任何其他人士代為領取。倘閣下為公司申請人並合資格派人領取，則閣下的授權代表

須提供加蓋公司印鑒的授權書領取。個人和授權代表於領取時均須出示香港中央證券登記有限公司接納的身份證明文件。

倘閣下未於指定領取時間內親身領取退款支票及/或股票(如適用)，有關退款支票及/或股票隨即會以普通郵遞方式寄往本申請表格所示地址，郵誤風險概由閣下自行承擔。

倘閣下申請認購1,000,000股以下香港發售股份，則閣下的退款支票及/或股票(如適用)將於2020年12月15日(星期二)或之前以普通郵遞方式寄往閣下申請表格所示地址，郵誤風險概由閣下自行承擔。

退回申請股款

若閣下未獲分配任何香港發售股份或申請僅部分獲接納，本公司將不計利息退回閣下的申請股款或其適當部分連同相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費。如發售價低於最高發售價，本公司將不計利息退回多收申請股款連同相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費。

有關退款手續載於招股章程「如何申請香港發售股份」一節「G. 寄發/領取股票/電子退款指示/退款支票」。

香港中央結算(代理人)有限公司(「香港結算代理人」)提出的申請

如本申請表格由香港結算代理人代表已發出電子認購指示申請香港發售股份的人士簽署，本申請表格與招股章程不符的條文將不適用，且以招股章程所述者為準。

在不限此段一般性的原則下，本申請表格的以下部分在香港結算代理人簽署本表格時並不適用：

- 第一頁的「申請人聲明」；
- 第一頁的「警告」；
- 「如閣下為代名人」；
- 「填寫及遞交本申請表格的效用」一節內所有陳述及保證，惟首項有關以申請人名義登記香港發售股份及簽署文件使申請人登記成為香港發售股份持有人者除外；
- 「如閣下的香港發售股份申請獲接納(全部或部分)」；及
- 「退回申請股款」。

招股章程「如何申請香港發售股份」一節的以下部分在香港結算代理人簽署本表格時並不適用：

- 「閣下可提交的申請數目」；及
- 「閣下不獲分配香港發售股份的情況」。

閣下提供給香港中央證券登記有限公司的資料的有關影響

香港中央證券登記有限公司及其有關連的法人團體、董事、高級職員、僱員及代理(「代表」)在法律所容許的最大限度內明確卸棄及免除在任何方面與申請人或代表申請人在此文件提供的或與此文件或在此文件下提供的任何服務相關的任何資料，或申請人或代表申請人提供與此文件或在此文件下提供的任何服務相關的任何其他書面或口頭通訊，有關或相關由申請人或任何其他人士或實體所遭受或招致不論如何造成的任何損失或損害的任何責任。此包括但不限於該等資料中不論如何造成的任何錯誤或遺漏，或代表或任何其他人士或實體對該等資料或任何該等資料的文件記錄、影像、記錄或複製品，或其準確性、完整性、合時性或可靠性作出任何依賴。

Personal Data

Personal Information Collection Statement

This Personal Information Collection Statement informs the applicant for, and holder of, Hong Kong Offer Shares, of the policies and practices of the Company and the Hong Kong Share Registrar in relation to personal data and the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong) (the “**Ordinance**”).

1. Reasons for the collection of your personal data

It is necessary for applicants and registered holders to supply correct personal data to the Company or its agents and the Hong Kong Share Registrar when applying for securities or transferring securities into or out of their names or in procuring the services of the Hong Kong Share Registrar. Failure to supply the requested data may result in your application for securities being rejected, or in delay or the inability of the Company or the Hong Kong Share Registrar to effect transfers or otherwise render their services. It may also prevent or delay registration or transfers of the Hong Kong Offer Shares which you have successfully applied for and/or the dispatch of share certificate(s) and/or refund cheque(s) to which you are entitled.

It is important that securities holders inform the Company and the Hong Kong Share Registrar immediately of any inaccuracies in the personal data supplied.

2. Purposes

The personal data of the securities holders may be held, processed and/or stored (by whatever means) for the following purposes:

- processing your application and refund cheque and e-Refund payment instruction(s), where applicable, verification of compliance with the terms and application procedures set out in this Application Form and the Prospectus and announcing results of allocation of the Hong Kong Offer Shares;
- compliance with applicable laws and regulations in Hong Kong and elsewhere;
- registering new issues or transfers into or out of the names of securities holders including, where applicable, HKSCC Nominees;
- maintaining or updating the register of securities holders of the Company;
- verifying securities holders’ identities;
- establishing benefit entitlements of securities holders of the Company, such as dividends, rights issues and bonus issues;
- distributing communications from the Company and its subsidiaries;
- compiling statistical information and shareholder profiles;
- disclosing relevant information to facilitate claims on entitlements; and
- any other incidental or associated purposes relating to the above and/or to enable the Company and the Hong Kong Share Registrar to discharge their obligations to securities holders and/or regulators and/ or any other purposes to which the securities holders may from time to time agree.

3. Transfer of personal data

Personal data held by the Company and the Hong Kong Share Registrar relating to the securities holders will be kept confidential but the Company and the Hong Kong Share Registrar may, to the extent necessary for achieving any of the above purposes, disclose or transfer (whether within or outside Hong Kong) the personal data to any of the following:

- the Company’s appointed agents such as financial advisers, receiving banks and overseas principal share registrar;
- where applicants for securities request a deposit into CCASS, HKSCC or HKSCC Nominees, who will use the personal data for the purposes of operating CCASS;
- any agents, contractors or third-party service providers who offer administrative, telecommunications, computer, payment or other services to the Company or the Hong Kong Share Registrar in connection with their respective business operation;
- the Stock Exchange, the SFC and any other statutory regulatory or governmental bodies or otherwise as required by laws, rules or regulations; and
- any persons or institutions with which the securities holders have or propose to have dealings, such as their bankers, solicitors, accountants or stockbrokers etc.

4. Retention of personal data

The Company and the Hong Kong Share Registrar will keep the personal data of the applicants and holders of securities for as long as necessary to fulfil the purposes for which the personal data were collected. Personal data which is no longer required will be destroyed or dealt with in accordance with the Ordinance.

5. Access to and correction of personal data

Securities holders have the right to ascertain whether the Company or the Hong Kong Share Registrar hold their personal data, to obtain a copy of that data, and to correct any data that is inaccurate. The Company and the Hong Kong Share Registrar have the right to charge a reasonable fee for the processing of such requests.

All requests for access to data or correction of data should be addressed to us, at our registered address disclosed in the “Corporate Information” section of the Prospectus or as notified from time to time, for the attention of the company secretary, or our Hong Kong Share Registrar for the attention of the privacy compliance officer.

By signing an Application Form or by giving electronic application instructions to HKSCC, you agree to all of the above.

個人資料

個人資料收集聲明

此項個人資料收集聲明是向香港發售股份的申請人及持有人說明本公司及香港股份過戶登記處有關個人資料及香港法例第486章個人資料(私隱)條例(「條例」)方面的政策及常規。

1. 收集 閣下個人資料的原因

申請人及登記持有人以本身名義申請證券或轉讓或受讓證券時或尋求香港股份過戶登記處的服務時，必須向本公司或其代理及香港股份過戶登記處提供準確個人資料。未能提供所要求的資料可能會導致 閣下的證券申請被拒或延遲，或本公司或香港股份過戶登記處無法進行過戶或以其他方式提供服務。此舉亦可能妨礙或延遲登記或轉讓 閣下已成功申請的香港發售股份及／或寄發 閣下應得的股票及／或退款支票。

證券持有人所提供的個人資料如有任何錯誤，須立即通知本公司及香港股份過戶登記處。

2. 用途

證券持有人的個人資料可作以下用途及以任何方式持有、處理及／或保存：

- 處理 閣下的申請及退款支票及電子退款指示(如適用)、核實是否符合本申請表格及招股章程載列的條款與申請手續以及公佈香港發售股份的分配結果；
- 遵守香港及其他地區的適用法例及規例；
- 以證券持有人(包括香港結算代理人(如適用))的名義登記新發行證券或轉讓或受讓證券；
- 存置或更新本公司的證券持有人名冊；
- 核實證券持有人身份；
- 確定本公司證券持有人的受益權利，例如股息、供股及紅股等；
- 分發本公司及其附屬公司的通訊；
- 編製統計數據及股東資料；
- 披露有關資料以便就權益提出申索；及
- 與上述者有關的任何其他附帶或相關用途及／或讓本公司及香港股份過戶登記處能履行對證券持有人及／或監管機構承擔的責任及／或證券持有人不時同意的任何其他用途。

3. 轉交個人資料

本公司及香港股份過戶登記處會對所持有關證券持有人的個人資料保密，但本公司及香港股份過戶登記處可在作上述任何用途屬必要之情況下，向下列任何人士披露或轉交(不論在香港境內或境外)有關個人資料：

- 本公司委任的代理，例如財務顧問、收款銀行及海外股份過戶登記總處；
- (如證券申請人要求將證券存入中央結算系統)香港結算或香港結算代理人，彼等將會就中央結算系統的運作使用有關個人資料；
- 向本公司或香港股份過戶登記處提供與其各自業務運作有關的行政、電訊、電腦、付款或其他服務的任何代理、承辦商或第三方服務供應商；
- 聯交所、證監會及任何其他法定監管機關或政府部門或法例、規則或規例另行規定者；及
- 證券持有人與之有業務往來或擬有業務往來的任何人士或機構，例如彼等的銀行、律師、會計師或股票經紀等。

4. 保留個人資料

本公司及香港股份過戶登記處將按收集個人資料所需的用途保留證券申請人及持有人的個人資料，直至收集個人資料的用途達成。無需保留的個人資料將會根據條例銷毀或處理。

5. 查閱及更正個人資料

證券持有人有權確定本公司或香港股份過戶登記處是否持有其個人資料，並有權索取有關資料的副本及更正任何不準確資料。本公司及香港股份過戶登記處有權就處理該等要求收取合理費用。

所有查閱資料或更正資料的要求應按招股章程「公司資料」一節所披露或不時通知的本公司註冊地址送交公司秘書，或向香港股份過戶登記處的私隱事務主任提出。

閣下簽署申請表格或向香港結算發出電子認購指示，即表示同意上述各項。