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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)

ELECTION OF MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATIONS

The Company hereby announces that, pursuant to Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association, arrangements have been made by the Company to ascertain Shareholders' choice of means of receipt and language of the Company's future Corporate Communications.

INTRODUCTION

In support of environmental protection and for better operational efficiency, the arrangements described below have been made by the Company pursuant to Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association, to ascertain Shareholders' choice of means of receipt (in printed form or by electronic means through the Company's website at <http://www.blumoon.com.cn> where they will continue to be published in both English and Chinese) and, if Shareholders elect to receive Corporate Communications in printed form, the language (in English only, in Chinese only or in both English and Chinese) of future Corporate Communications.

The Company recommends Shareholders to select the Website Version option in respect of the Company's future Corporate Communications. Shareholders will have the right at any time by providing reasonable notice in writing to the Company c/o the Hong Kong Share Registrar or by email to blumoon@computershare.com.hk to change their choice of means of receipt and/or language of future Corporate Communications.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association, the following arrangements have been made by the Company:

1. A letter dated 30 April 2021 (the “**First Letter**”) will be sent by the Company together with a reply form with a mailing label for posting within Hong Kong (the “**Reply Form**”), in both English and Chinese, to Shareholders to enable them to elect any one of the following options:
 - i. to read all future Corporate Communications published on the Company’s website at <http://www.bluemoon.com.cn> and the website of the Stock Exchange at www.hkexnews.hk (the “**Website Version**”) in place of receiving printed copies, and receive a printed notification letter of the publication of Corporate Communications on the Company’s website and the website of the Stock Exchange; or
 - ii. to receive the printed English version of all future Corporate Communications only; or
 - iii. to receive the printed Chinese version of all future Corporate Communications only; or
 - iv. to receive both the printed English and Chinese versions of all future Corporate Communications.

The First Letter will explain that if the Company does not receive the Reply Form duly completed and signed or a response indicating the objection from a Shareholder by 27 May 2021, (and until the Shareholder informs the Company c/o the Hong Kong Share Registrar otherwise by reasonable notice in writing or by email to bluemoon@computershare.com.hk), the Shareholder will be deemed to have consented to receiving the Website Version of all future Corporate Communications and a printed notification letter of the publication of Corporate Communications on the Company’s website and the website of the Stock Exchange in the future.

2. For Shareholders who elect to receive Corporate Communications in printed form, the Company will send such Shareholders the selected language version(s) of all future Corporate Communications by post. A letter (the “**Second Letter**”) together with a request form with a mailing label for posting within Hong Kong (the “**Request Form**”), in both English and Chinese, will be sent to Shareholders together with all printed Corporate Communications. Such Shareholders may at any time request for the other language or both languages of the Corporate Communications or the Website Version by completing and returning the Request Form to the Hong Kong Share Registrar or by email to bluemoon@computershare.com.hk.
3. For Shareholders who have chosen, or are deemed to have consented, to receive the Website Version of all future Corporate Communications, and if for any reasons, have difficulty in receiving or gaining access to the Website Version of the Corporate Communications, the Hong Kong Share Registrar will upon request send the Corporate Communications in printed form free of charge.

4. All future Corporate Communications in both English and Chinese will be available in accessible format on the Company's website at <http://www.bluemoon.com.cn>. Electronic versions of all such Corporate Communications in both English and Chinese will be submitted to the Stock Exchange pursuant to the Listing Rules and will also be available on the designated website of the Stock Exchange at www.hkexnews.hk.
5. The Hong Kong Share Registrar will be providing a telephone hotline service, covering a period of 4 weeks from the despatch of the First Letter, (Tel: (852) 2862 8688) during business hours (9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays in Hong Kong) for Shareholders to make enquiries regarding the above arrangements.
6. The First Letter and Second Letter will mention that (a) printed copies of the English and Chinese versions of all future Corporate Communications will be available from the Company c/o the Hong Kong Share Registrar upon request; and (b) the same will also be available on the Company's website and designated website of the Stock Exchange and that the dial-up hotline service has been provided.

DEFINITIONS

In this announcement, the following expressions shall have the following meanings unless the context requires otherwise:

“Articles of Association”	the amended and restated articles of association of the Company
“Company”	Blue Moon Group Holdings Limited, an exempted company incorporated in the Cayman Islands with limited liability, the ordinary shares of which are listed on the Main Board of the Stock Exchange
“Corporate Communications”	any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to, (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) notice of meeting; (d) listing document; (e) circular; and (f) proxy form
“First Letter”	has the meaning as defined in this announcement
“Hong Kong”	the Hong Kong Special Administrative Region of the People's Republic of China
“Hong Kong Share Registrar”	Computershare Hong Kong Investor Services Limited of 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, the Company's share registrar in Hong Kong

“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Reply Form”	has the meaning as defined in this announcement
“Request Form”	has the meaning as defined in this announcement
“Second Letter”	has the meaning as defined in this announcement
“Shareholder(s)”	holder(s) of ordinary share(s) with a nominal value of HK\$0.01 each of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Website Version”	has the meaning as defined in this announcement

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

Hong Kong, 30 April 2021

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; Mr. CAO Wei as Non-executive Director; and Mr. Bruno Robert MERCIER, Ms. NGAN Edith Manling and Mr. HU Yebi as Independent Non-executive Directors.