

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

VOLUNTARY ANNOUNCEMENT SHARE PURCHASE PURSUANT TO THE SHARE AWARD PLAN

This is a voluntary announcement made by Blue Moon Group Holdings Limited (the “**Company**”).

Reference is made to the announcement of the Company dated 3 June 2021 (the “**Announcement**”) in relation to the adoption of the share award plan (the “**Plan**”) by the Company. Capitalised terms used herein shall have the same respective meanings as those defined in the Announcement unless the context requires otherwise.

Subsequent to the adoption of the Plan, the Trustee purchased Shares on the market of The Stock Exchange of Hong Kong Limited pursuant to the Plan Rules, details of which are as follows:

Total number of Shares purchased:	48,169,500 Shares, representing approximately 0.82% of the total number of Shares in issue as at the date of this announcement
-----------------------------------	--

Average consideration per Share:	Approximately HK\$8.4226
----------------------------------	--------------------------

Total consideration of Shares purchased (excluding all related expenses, transaction levy, brokerage, tax, duties and levies):	Approximately HK\$405,711,570
--	-------------------------------

Number of Shares held by the Trustee:

— prior to the share purchase:	0 Shares
--------------------------------	----------

— immediately after the share purchase:	48,169,500 Shares
---	-------------------

Pursuant to the Plan Rules, the Board may, from time to time during the continuation of the Plan, at its absolute discretion select any Eligible Participant (other than an Excluded Participant) to participate in the Plan as a Selected Participant and determine the Awards to be granted, subject to such terms and conditions as it may in its absolute discretion determine (including but not limited to, where applicable, the vesting schedule of the Awarded Shares to the Selected Participant). As at the date of this announcement, no Award has been made pursuant to the Plan.

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

Hong Kong, 27 July 2021

As at the date of this announcement, the Board comprises Ms. PAN Dong, Mr. LUO Qiuping, Ms. LUO Dong, Mr. POON Kwok Leung, 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.