

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

## EXECUTION OF THE STRATEGIC COOPERATION AGREEMENT

This announcement is made by Blue Moon Group Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) on a voluntary basis.

### EXECUTION OF THE STRATEGIC COOPERATION AGREEMENT

The board of directors (the “**Board**”) of the Company is pleased to announce that, Blue Moon (China) Co., Ltd. (“**Blue Moon (China)**”), an indirect wholly-owned subsidiary of the Company, entered into a strategic cooperation framework agreement (the “**Strategic Cooperation Agreement**”) with CPMC Investment Co., Ltd. (“**CPMC Investment**” and together with its subsidiaries, “**CPMC Group**”) on 13 August 2021.

Pursuant to the Strategic Cooperation Agreement, both parties agree to engage in strategic cooperation during the period from the date on which the Strategic Cooperation Agreement was signed to 31 December 2026 for the following major cooperation objectives:

1. Sustainable development: Both parties shall endeavour to jointly establish a green supply chain;
2. Collaborative research and development: Both parties shall work together to carry out joint technology development to explore products and technologies that can enhance brand and product value and boost user loyalty, and to share technological research and development results;
3. Facilitation of mutual progress: Both parties shall establish a close and effective information sharing mechanism for regular communications and push forward win-win improvement and optimisation projects, in order to strengthen the operational efficiency of both parties; and
4. Business priority: In order to support the long-term business development of both parties, CPMC shall provide the Company with business and technology solutions that are competitive in the market and fair.

# INFORMATION OF THE PARTIES TO THE STRATEGIC COOPERATION AGREEMENT

The Company is an exempted company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”). The Group is principally engaged in the design, research, development, manufacture and sale of (i) personal hygiene products, (ii) home care products, and (iii) fabric care products in the People’s Republic of China (“**PRC**”). The Group is a consumer-centric and innovation-driven provider of household cleaning solutions.

Blue Moon (China), an indirect wholly-owned subsidiary of the Company and a company incorporated in the PRC with limited liability, entered into the Strategic Cooperation Agreement in its own name and on behalf of its related companies.

CPMC Investment, a company incorporated in the PRC with limited liability, entered into the Strategic Cooperation Agreement in its own name and on behalf of its related companies. CPMC Investment is an investment holding company whose indirect sole shareholder is CPMC Holdings Limited, a company incorporated in Hong Kong with its shares listed on the Stock Exchange (Stock Code: 906). CPMC Group is principally engaged in the manufacturing of packaging products for consumer goods such as food, beverages and household chemical products in the PRC.

To the best of the knowledge, information and belief of the directors of the Company having made all reasonable enquires, CPMC Investment is a third party independent of the Company and is not a connected person (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) of the Company.

## BENEFITS OF THE STRATEGIC COOPERATION AGREEMENT TO THE GROUP

The Board believes that the Strategic Cooperation Agreement is beneficial to the long-term and sound development of the Group. The strategic cooperation with CPMC Investment will enable the Group to enhance stability of its supply chain and improve operational efficiency.

In addition, the Board believes that from the perspective of social efficiency, the joint establishment of a green supply chain by the two parties will be conducive to the Group in practising the concept of sustainable development.

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

Hong Kong, 13 August 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.*