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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)

PROFIT WARNING

This announcement is made by Blue Moon Group Holdings Limited (the “**Company**”, and 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 in the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on preliminary information, the Group expects to record a consolidated loss attributable to Shareholders of approximately HK\$132.9 million for the six months ended 30 June 2022 (“**First Half 2022**”), compared with the loss attributable to Shareholders of approximately HK\$43.9 million for the six months ended 30 June 2021 (“**First Half 2021**”). The expected loss is mainly attributable to the net foreign exchange loss of approximately HK\$142.2 million primarily arising from the depreciation of offshore Renminbi (RMB) denominated bank deposits held by the Group against the US dollar (USD) during First Half 2022 and does not arise from the principal business operations of the Group.

Considering foreign exchange fluctuations, the Group exchanged a majority of its offshore RMB denominated bank deposits into USD in May 2022 and currently keeps a substantial portion of its offshore bank balances in USD and Hong Kong dollar (HK\$). Excluding the financial impact from the above-mentioned foreign exchange loss, the Group expects to record improved operating performance (i.e. revenue and gross profit) for First Half 2022 as compared with that for First Half 2021. As the Group continues to maintain steady development for its business, it is expected that the Group will record revenue of approximately HK\$2,879.9 million and gross profit of approximately HK\$1,526.5 million for First Half 2022, representing an increase of approximately 22% and 21%, respectively, compared with those for First Half 2021. The improved gross profit is attributable to the increase in revenue of the Group, which is driven by the increase in sales from offline distribution channels in First Half 2022.

The information contained in this announcement is only based on the Company's preliminary assessment of information currently available which has not been reviewed by its auditors and may be subject to change. The Company is in the process of preparing the unaudited consolidated results for First Half 2022 and expects to publish the interim results announcement of the Company on or before 31 August 2022.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 15 July 2022

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.