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CHINA NEW CONSUMPTION GROUP LIMITED
中國新消費集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8275)

VOLUNTARY ANNOUNCEMENT

ACQUISITION OF NEW TEADAYE SHOPS

This announcement is made by China New Consumption Group Limited (the "**Company**" together with its subsidiaries, the "**Group**") on a voluntary basis for the purpose of keeping the shareholders of the Company (the "**Shareholders**") and potential investors informed of the latest business update of the Group.

The board of Directors is pleased to announce that the Group has entered into sales and purchase agreements in relation to the acquisition of not less than 51% of the share capital of four TEADAYE shops located in Sheung Wan, Tseung Kwan O, Tsim Sha Shui and Tsuen Wan respectively. This strategic acquisition represents a significant step forward in our mission to enhance our market presence and diversify our product offerings in the ever-evolving beverage landscape.

The four TEADAYE shops, known for their high-quality products and loyal customer base, will bolster our existing portfolio and enhance our brand visibility in Hong Kong. This acquisition aligns with our strategy to tap into the growing demand for premium tea beverages. We anticipate that these shops will contribute positively to the Group's revenue from the outset. Their established operations and customer loyalty are expected to drive immediate financial benefits, ensuring a swift return on investment.

This acquisition not only adds to our product diversity but also strengthens our commitment to quality and customer satisfaction. Leveraging our existing resources and expertise, we plan to implement best practices across the newly acquired shops. This synergy is expected to enhance operational efficiencies, improve customer experiences, and drive profitability.

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, the counterparties of the sales and purchase agreements in relation to the abovementioned acquisitions and their ultimate beneficial owners are independent third parties who are not connected with the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**")).

By order of the Board
China New Consumption Group Limited
Liu Ching Man
Executive Director

Hong Kong, 17 July 2025

As at the date of this announcement, the Board comprises Ms. Liu Ching Man as executive Director, and Mr. He Ding Ding, Ms. Chan Tsz Hei Sammi and Mr. Ng Kim Lung as independent non-executive Directors.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Listed Company Information" page of the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk for at least 7 days from the date of its publication and on the website of the Company at www.irasia.com/listco/hk/chinanewcons.