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.

XinXiang Era Group Company Limited
新享時代集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8519)

CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The board (the "**Board**") of directors (the "**Directors**") of XinXiang Era Group Company Limited (the "**Company**") hereby announces that the Company's the principal place of business in Hong Kong be changed to Room E, 9/F, Kingview Plaza, No. 39 Sha Tsui Road, Tsuen Wan, N.T., Hong Kong with effect from 30 September 2025.

By Order of the Board
XinXiang Era Group Company Limited
LIU ENYU
Chairperson and Non-executive Director

Hong Kong, 30 September 2025

As at the date of this announcement, the Board comprises Mr. Kong Linglei and Ms. Wan Suet Yee Cherry as executive Directors; Mr. Liu Enyu (Chairman) and Mr. Peng Ben as non-executive Directors; Ms. Deng Yongling, Ms. Mao Xiaobi, and Ms. Ma Lina as independent non-executive Directors.

This announcement, for which the Directors 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, 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 Announcement" page of the Stock Exchange website (www.hkexnews.hk) for at least seven days from the date of its posting and on the Company's website (www.xinxiangera.com).