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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
## MEMORANDUM OF UNDERSTANDING
## IN RELATION TO A POTENTIAL CONSTRUCTION PROJECT

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.

### MEMORANDUM OF UNDERSTANDING

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that on 16 January 2026 (after trading hours), the Group entered into a non-legally binding memorandum of understanding (the "**MOU**") with Guangdong Haichuang Xinyuan Technology Co., Ltd. (廣東海創馨源科技有限公司) ("**Haichuang Xinyuan**") in relation to the construction of the Guangdong Haichuang Xinyuan Technology Industrial Park (廣東海創馨源科技產業園) (the "**Technology Industrial Park**") project (the "**Potential Construction Project**"), with a total contract value of RMB450 million.

### INFORMATION ON HAICHUANG XINYUAN

Haichuang Xinyuan, as a limited liability company established in the People's Republic of China, is primarily engaged in the development and operation of the Technology Industrial Park.

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, Haichuang Xinyuan and its ultimate beneficial owner 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**")).

## INFORMATION ON THE TECHNOLOGY INDUSTRIAL PARK

The Technology Industrial Park focuses on automotive components and related upstream and downstream industries as its core development direction. With a projected total investment of RMB2 billion, the Technology Industrial Park will feature a total construction area of approximately 250,000 square meters. The Technology Industrial Park is positioned as a "high-standard industrial park in Panyu District." It will develop into a modern industrial complex integrating premium office spaces, R&D innovation facilities, light industrial production areas, high-standard factory buildings, and standalone or semi-detached headquarters. It is dedicated to building a high-caliber industry-academia-research ecosystem within the Greater Bay Area.

## REASONS FOR AND BENEFITS OF ENTERING INTO THE MOU

The Group remains committed to focusing on its principal business and creating long-term value for the Group and its shareholders. Despite the stringent market environment of the construction industry, the Group continues to deploy our efforts in tendering for contracts.

The Company is strategically planning to expand its construction operations within the People's Republic of China and aims to obtain additional construction licenses to undertake main contractor responsibilities. The Board is of the view that undertaking the Potential Construction Project is in line with the development strategies of the Company and benefits the Group in seizing the business opportunities. Such business opportunities can enhance the Group's financial performance and profitability, and contribute to the long-term business development of the Group.

The Board is of the view that the terms of the MOU are on normal commercial terms, fair and reasonable, and in the interests of the Company and the Shareholders as a whole.

## GENERAL

The MOU aims to establish initial mutual understanding among the parties regarding the Potential Construction Project. The terms of the MOU are not legally binding, nor do they constitute any basis for the parties to the agreement to bring any claim for the other party's breach of contract or other legal liabilities.

**Shareholders and/or investors of the Company should note that as the parties have not yet signed a formally binding document and negotiations are still ongoing, the Potential Construction Project under the MOU may not necessarily be finalized. Shareholders and/or investors of the Company are advised to exercise caution when dealing in the Company's securities.**

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

Hong Kong, 16 January 2026

*As at the date of this announcement, the Board comprises Ms. Liu Ching Man as executive Director, and Mr. He Dingding, 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.*