

Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the prospectus dated 4 December 2020 (the “**Prospectus**”) of Blue Moon Group Holdings Limited (the “**Company**”).

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This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any securities. This announcement is not a prospectus. Potential investors should read the Prospectus for detailed information about the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia) or any other jurisdiction where such distribution is prohibited by law. This announcement does not constitute and is not an offer to sell or a solicitation of any offer to buy securities in Hong Kong, the United States or elsewhere. The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “**U.S. Securities Act**”) or any state securities laws of the United States and may not be offered or sold, pledged or transferred in the United States absent registration under the U.S. Securities Act or except pursuant to an applicable exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. There will be no public offering of securities of the Company in the United States.

In connection with the Global Offering, Merrill Lynch (Asia Pacific) Limited through its affiliates as the stabilising manager (the “**Stabilising Manager**”) or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilising or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilising Manager (or any person acting for it) to conduct any such stabilising action. Such stabilising action, if taken, (a) will be conducted at the absolute discretion of the Stabilising Manager (or any person acting for it) and in what the Stabilising Manager reasonably regards as the best interest of the Company, (b) may be discontinued at any time and (c) is required to be brought to an end within 30 days of the last day for lodging applications under the Hong Kong Public Offering. Such stabilising action, if taken, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilising action cannot be taken to support the price of the Shares for longer than the stabilisation period which begins on the Listing Date and is expected to expire on the 30th day after the last day for the lodging of the applications under the Hong Kong Public Offering (i.e. Friday, 8 January 2021). After this date, when no further stabilising action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.



## Blue Moon Group Holdings Limited

藍月亮集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

### GLOBAL OFFERING

- Number of Offer Shares under the Global Offering** : 747,126,500 Shares (subject to the Over-allotment Option)
- Number of Hong Kong Offer Shares** : 74,713,000 Shares (subject to reallocation)
- Number of International Offer Shares** : 672,413,500 Shares (subject to reallocation and the Over-allotment Option)
- Maximum Offer Price** : HK\$13.16 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
- Nominal Value** : HK\$0.01 per Share
- Stock Code** : 6993

#### Joint Sponsors, Joint Global Coordinators and Joint Bookrunners

(in alphabetical order)



#### Joint Global Coordinators and Joint Bookrunners

(in alphabetical order)



#### Joint Bookrunners

(in alphabetical order)



Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Capitalisation Issue and the Global Offering (including the Shares that may be issued pursuant to the exercise of the Over-allotment Option) and the Shares which may be issued upon the exercise of the options granted under the Pre-IPO Share Option Scheme. Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. on Wednesday, 16 December 2020, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Wednesday, 16 December 2020. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the website of the Company at [www.bluemoon.com.cn](http://www.bluemoon.com.cn).

The Global Offering comprises the Hong Kong Public Offering of initially 74,713,000 Shares (subject to reallocation) and the International Offering of initially 672,413,500 Shares (subject to reallocation and the Over-allotment Option) representing approximately 10% and 90% of the total number of Offer Shares initially being offered under the Global Offering, respectively. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in the section headed “Structure of the Global Offering” in the Prospectus. The Joint Global Coordinators may reallocate Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEx-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practice Note 18 of the Listing Rules, the maximum total number of Offer Shares that may be reallocated from the International Offering to the Hong Kong Public Offering shall not result in the total number of Offer Shares under the Hong Kong Public Offering to be more than double the number of Hong Kong Offer Shares initially available under the Hong Kong Public Offering (i.e. 149,426,000 Offer Shares), and the final Offer Price shall be fixed at the bottom of the indicative Offer Price range stated in the Prospectus (i.e. HK\$10.20 per Offer Shares). Further details on the circumstances under which the above guidance letter would apply are set out in the section titled “Structure of the Global Offering” in the Prospectus. Pursuant to the Over-allotment Option, the International Underwriters will have the right, exercisable by the Joint Global Coordinators (on behalf of the International Underwriters) at any time from the Listing Date until 30 days after the last day for lodging applications under the Hong Kong Public Offering, to require our Company to issue up to an aggregate of 112,068,500 additional Shares, representing not more than 15% of the total number of Offer Shares initially available under the Global Offering, at the Offer Price under the International Offering to cover over-allocations in the International Offering, if any.

Subject to the granting of the approval for the listing of, and permission to deal in, the Shares on the Main Board of the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Stock Exchange or any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second Business Day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$13.16 per Offer Share and is expected to be not less than HK\$10.20 per Offer Share, unless otherwise announced. Applicants under the Hong Kong Public Offering are required to pay, on application, the Maximum Offer Price of HK\$13.16 per Offer Share plus brokerage fee of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$13.16.

**Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the relevant Application Forms and the designated website ([www.eipo.com.hk](http://www.eipo.com.hk)) for the White Form eIPO.**

Applicants who would like the allotted Hong Kong Offer Shares to be issued in their own names should either (i) complete and sign the **WHITE** Application Forms or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at [www.eipo.com.hk](http://www.eipo.com.hk) through the **White Form eIPO** service. Applicants who would like the Hong Kong Offer Shares to be allotted in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Form, may be collected during normal business hours from 9:00 a.m. (in respect of (1) below) or 10:00 a.m. (in respect of (2) below) on Friday, 4 December 2020 until 12:00 noon on Wednesday, 9 December 2020 from:

1. any of the following offices of the below Joint Global Coordinators:
  - (i) **China International Capital Corporation Hong Kong Securities Limited**, at 29th Floor, One International Finance Centre, 1 Harbour View Street, Central, Hong Kong;
  - (ii) **Merrill Lynch (Asia Pacific) Limited**, at Level 55, Cheung Kong Center, 2 Queen's Road Central, Central, Hong Kong;
  - (iii) **BNP Paribas Securities (Asia) Limited**, at 59/F, Two International Finance Centre, 8 Finance Street, Central, Hong Kong;
  - (iv) **The Hongkong and Shanghai Banking Corporation Limited**, at HSBC Main Building, 1 Queen's Road Central, Hong Kong; and
  - (v) **UBS AG Hong Kong Branch**, at 52/F, Two International Finance Centre, 8 Finance Street, Central, Hong Kong.

2. any of the following branches of the receiving banks for the Hong Kong Public Offering:

**China Construction Bank (Asia) Corporation Limited**

	<b>Branch name</b>	<b>Address</b>
<b>Hong Kong Islands</b>	Central Branch	6 Des Voeux Road Central Central
	Causeway Bay Plaza Branch	G/F, Causeway Bay Plaza 1 Causeway Bay
<b>Kowloon</b>	Mongkok Nathan Road Branch	788 Nathan Road Mongkok
	Kwun Tong Hoi Yuen Road Branch	56 Hoi Yuen Road Kwun Tong
<b>New Territories</b>	Yuen Long Branch	68 Castle Peak Road Yuen Long

**Standard Chartered Bank (Hong Kong) Limited**

	<b>Branch name</b>	<b>Address</b>
<b>Hong Kong Island</b>	188 Des Voeux Road Branch	Shop No. 7 on G/F, whole of 1/F–3/F Golden Centre 188 Des Voeux Road Central Hong Kong
	Quarry Bay Branch	G/F, Westlands Gardens 1027 King's Road Quarry Bay
<b>Kowloon</b>	Tsimshatsui Branch	Shop G30 & B117–23 G/F, Mira Place One 132 Nathan Road Tsim Sha Tsui
	Telford Gardens Branch	Shop P9–12, Telford Centre Telford Gardens Tai Yip Street Kowloon Bay
<b>New Territories</b>	Tseung Kwan O Branch	Shop G37–40, G/F Hau Tak Shopping Centre East Wing Hau Tak Estate Tseung Kwan O

Copies of the Prospectus, together with the **YELLOW** Application Form, may be collected during normal business hours from 9:00 a.m. on Friday, 4 December 2020 until 12:00 noon on Wednesday, 9 December 2020 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker.

Your completed **WHITE** or **YELLOW** Application Form, together with a cheque or a banker's cashier order attached and marked payable to "**CCB NOMINEES LIMITED — BLUE MOON PUBLIC OFFER**" for the payment, should be deposited in the special collection boxes provided at any of the branches of the receiving banks listed above at the following times:

**Friday, 4 December 2020 — 10:00 a.m. to 5:00 p.m.**  
**Saturday, 5 December 2020 — 10:00 a.m. to 1:00 p.m.**  
**Monday, 7 December 2020 — 10:00 a.m. to 5:00 p.m.**  
**Tuesday, 8 December 2020 — 10:00 a.m. to 5:00 p.m.**  
**Wednesday, 9 December 2020 — 10:00 a.m. to 12:00 noon**

The application lists will be open from 11:45 a.m. to 12:00 noon on Wednesday, 9 December 2020, the last day for applications, or such later time as described in the section headed "*How to Apply for Hong Kong Offer Shares — C. Effect of Bad Weather on the Opening and Closing of the Application Lists*" in the Prospectus.

Applicants applying through the **White Form eIPO** service may submit applications through the designated website at [www.eipo.com.hk](http://www.eipo.com.hk) (24 hours daily, except on the last application day) from 9:00 a.m. on Friday, 4 December 2020 until 11:30 a.m. on Wednesday, 9 December 2020 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, 9 December 2020 or such later time as described in the section headed "*How to Apply for Hong Kong Offer Shares — C. Effect of Bad Weather on the Opening and Closing of the Application Lists*" in the Prospectus.

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates<sup>(1)</sup>:

**Friday, 4 December 2020 — 9:00 a.m. to 8:30 p.m.**  
**Monday, 7 December 2020 — 8:00 a.m. to 8:30 p.m.**  
**Tuesday, 8 December 2020 — 8:00 a.m. to 8:30 p.m.**  
**Wednesday, 9 December 2020 — 8:00 a.m. to 12:00 noon**

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 4 December, 2020 until 12:00 noon on Wednesday, 9 December 2020 (24 hours daily, except on Wednesday, 9 December 2020, the last day for applications).

*Note:*

(1) These times in this paragraph are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Wednesday, 9 December 2020, the last day for applications, or such later time as described in the section headed “*How to Apply for Hong Kong Offer Shares — C. Effect of Bad Weather on the Opening and Closing of the Application Lists*” in the Prospectus.

Please refer to the sections headed “*Structure of the Global Offering*” and “*How to Apply for Hong Kong Offer Shares*” in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to announce the Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocations of Hong Kong Offer Shares on Tuesday, 15 December 2020 on the websites of the Company at [www.bluemoon.com.cn](http://www.bluemoon.com.cn) and the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

The results of allocations (with the successful applicants’ identification document numbers, where applicable) under the Hong Kong Public Offering will be made available from Tuesday, 15 December, 2020 through a variety of channels at the times and dates and in the manner specified in the section headed “*How to Apply for Hong Kong Offer Shares — D. Publication of Results*” in the Prospectus.

The Company will not issue temporary documents of title in respect of the Offer Shares. Share certificates will only become valid certificates of title at 8:00 a.m. on Wednesday, 16 December 2020 provided that the Global Offering has become unconditional in all respects and the right of termination described in the section headed “*Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination*” in the Prospectus has not been exercised. No receipt will be issued for sums paid on application.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the Maximum Offer Price per Offer Share (excluding brokerage, SFC transaction levy and Stock Exchange trading fee payable thereon) paid on application, or if the conditions of the Global Offering as set out in “*Structure of the Global Offering — Conditions of the Global Offering*” are not satisfied or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and Stock Exchange trading fee, will be refunded, without interest or the cheque or banker’s cashier order will not be cleared.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Wednesday, 16 December 2020. The Shares will be traded in board lots of 500 Shares each.

By order of the Board  
**Blue Moon Group Holdings Limited**  
**Pan Dong**  
*Chairman and Executive Director*

Hong Kong, 4 December 2020

*As at the date of this announcement, the Board of Directors of the Company comprises Ms. PAN Dong, Mr. LUO Qiuping, Ms. LUO Dong, Mr. POON Kwok Leung, 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.*