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China Dongxiang (Group) Co., Ltd.

中國動向（集團）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3818)

OPERATIONAL DATA FOR THE FOURTH QUARTER AND THE TWELVE MONTHS OF FY2021/22

This announcement is made on a voluntary basis by the board of directors (the “**Board**”) of China Dongxiang (Group) Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) for providing information on the operations of the Group for the fourth quarter of the three months ended 31 March 2022 (“**FY2021/22 Q4**”) and the twelve months ended 31 March 2022 (the “**Twelve Months of FY2021/22**”).

RETAIL PERFORMANCE

For FY2021/22 Q4, the retail performance of Kappa stores of the Group (including Kappa kids’ apparel business) for the overall platform registered a mid-single-digit decline on a year-on-year basis.

The retail performance of the overall platform (including Kappa kids’ apparel business) for the Twelve Months of FY2021/22 recorded a mid-to-high single-digit decline on a year-on-year basis.

SAME-STORE-SALES (SSS)

For the FY2021/22 Q4, in respect of Kappa stores (including Kappa kids’ apparel business) which have been in operation since the beginning of the same quarter last year, the SSS for the overall platform registered a mid-single-digit decline on a year-on-year basis.

The SSS for the overall platform (including Kappa kids’ apparel business) for the Twelve Months of FY2021/22 recorded a mid-to-low-teens decline on a year-on-year basis.

NUMBER OF RETAIL STORES

For the fourth quarter ended 31 March 2022, the Group had 1,375 Kappa-branded stores (including Kappa kids' apparel business), flat compared to those as at 31 March 2021 (“End of FY2020/21”).

The Company’s shareholders and potential investors should note that this announcement is made based on the Board’s preliminary review of the draft unaudited operational data of the Group and information currently available to the Board, and has not been reviewed or audited by the Group’s auditors. The data do not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance and the information contained in this announcement is subject to change and adjustment.

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

By Order of the Board
China Dongxiang (Group) Co., Ltd.
Chen Yihong
Chairman

Hong Kong, 22 April 2022

As at the date of this announcement, the executive directors of the Company are Mr. Chen Yihong, Ms. Chen Chen, Mr. Zhang Zhiyong and Mr. Lyu Guanghong, and the independent non-executive directors of the Company are Dr. Chen Guogang, Mr. Gao Yu and Mr. Liu Xiaosong.