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Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the prospectus dated December 2, 2024 (the “**Prospectus**”) of Mao Geping Cosmetics Co., Ltd. (毛戈平化妆品股份有限公司) (the “**Company**”).

This announcement is for information purposes only and does not constitute an invitation or offer 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. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.

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). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or in any other jurisdictions. The securities mentioned herein have not been, and will not be, registered under the United States Securities Act of 1933 as amended from time to time (the “**U.S. Securities Act**”) or securities law of any state or other jurisdiction of the United States. The securities may not be offered, sold, pledged or otherwise transferred within the United States except pursuant to an exemption from the registration requirements of the U.S. Securities Act and in compliance with any applicable state securities laws, or (1) solely to qualified institutional buyers as defined in Rule 144A under the U.S. Securities Act pursuant to an exemption from registration under the U.S. Securities Act and (2) outside the United States unless in compliance with Regulation S under the U.S. Securities Act. There will be no public offer of securities in the United States.

In connection with the Global Offering, China International Capital Corporation Hong Kong Securities Limited as stabilizing manager (the “**Stabilizing Manager**”) (or its affiliates or any person acting for it), on behalf of the Underwriters, to the extent permitted by the applicable laws and regulatory requirements of Hong Kong or elsewhere, may over-allocate or effect transactions with a view to stabilizing or supporting the market price of the H Shares at such price, in such amounts and in such manners as the Stabilizing Manager, its affiliates or any person acting for it may determine and 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 Stabilizing Manager (or its affiliates or any person acting for it) to conduct any such stabilizing action. Such stabilizing action, if taken, (a) will be conducted at the absolute discretion of the Stabilizing Manager (or its affiliates or any person acting for it) and in what the Stabilizing 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 (which is Saturday, January 4, 2025). Such Stabilizing 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 (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Potential investors should be aware that no stabilizing action can be taken to support the price of the H Shares for longer than the stabilization period, which will begin on the Listing Date, and is expected to expire on the 30th day after the last day for lodging applications under the Hong Kong Public Offering (which is Saturday, January 4, 2025). After this date, when no further stabilizing action may be taken, demand for the H Shares, and therefore the price of the H Shares, could fall.

The Hong Kong Offer Shares will be offered to the public in Hong Kong subject to term and conditions set out in the Prospectus. The Hong Kong Offer Shares will not be offered to any person who is outside Hong Kong and/or not resident in Hong Kong. Potential investors of the Offer Shares should note that the Sole Overall Coordinator (for itself and on behalf of the Hong Kong Underwriters) shall be entitled to terminate the Hong Kong Underwriting Agreement with immediate effect upon the occurrence of any of the events set out in the section headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” in the Prospectus at any time prior to 8:00 a.m. on the Listing Date.

# MAOGEPING

BEAUTY

**Mao Geping Cosmetics Co., Ltd.**

毛戈平化妝品股份有限公司

*(A joint stock company incorporated in the People's Republic of China with limited liability)*

## GLOBAL OFFERING

|  |  |
|--|--|
| Number of Offer Shares under the Global Offering | : 70,588,200 H Shares (subject to the Offer Size Adjustment Option and the Over-allotment Option)  |
| Number of Hong Kong Offer Shares                 | : 7,058,900 H Shares (subject to reallocation and the Offer Size Adjustment Option)  |
| Number of International Offer Shares             | : 63,529,300 H Shares (subject to reallocation, the Offer Size Adjustment Option and the Over-allotment Option)  |
| Maximum Offer Price                              | : HK\$29.80 per H Share, plus brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and a Stock Exchange trading fee of 0.00565% (payable in full on application in Hong Kong dollars and subject to refund) |
| Nominal value                                    | : RMB0.50 per H Share  |
| Stock code                                       | : 1318   |

*Sole Sponsor, Sole Overall Coordinator, Joint Global Coordinator, Joint Bookrunner and Joint Lead Manager*



*Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers*



*Joint Bookrunners*

*Joint Lead Managers*



**IMPORTANT NOTICE TO INVESTORS:  
FULLY ELECTRONIC APPLICATION PROCESS**

**We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide printed copies of the Prospectus in relation to the Hong Kong Public Offering.**

The Prospectus is available at the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) under the “*HKEXnews > New Listings > New Listing Information*” section, and the Company’s website at [www.maogeping.com](http://www.maogeping.com). **You may download and print from these website addresses if you want a printed copy of the Prospectus.**

To apply for the Hong Kong Offer Shares, you may:

- (1) apply online via the **White Form eIPO** service at [www.eipo.com.hk](http://www.eipo.com.hk); or
- (2) apply through the **HKSCC EIPO** channel to electronically cause HKSCC Nominees to apply on your behalf by instructing your broker or custodian who is a HKSCC Participant to submit electronic application instruction(s) on your behalf through HKSCC’s FINI system in accordance with your instructions.

We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public. The contents of the electronic version of the Prospectus are identical to the printed prospectus as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance.

**If you are an intermediary, broker or agent, please remind your customers, clients or principals, as applicable, that the Prospectus is available online at the website addresses stated above.**

Please refer to the section headed “How to Apply for Hong Kong Offer Shares” in the Prospectus for further details on the procedures through which you can apply for the Hong Kong Offer Shares electronically.

Your application through the **White Form eIPO** service or the **HKSCC EIPO** channel must be made for a minimum of 100 Hong Kong Offer Shares and in multiples of that number of Hong Kong Offer Shares as set out in the table below. No application for any other number of Hong Kong Offer Shares will be considered and such an application is liable to be rejected.

If you are applying through the **White Form eIPO** service, you may refer to the table below for the amount payable for the number of Shares you have selected. You must pay the respective amount payable on application in full upon application for Hong Kong Offer Shares.

If you are applying through the **HKSCC EIPO** channel, you are required to pre-fund your application based on the amount specified by your broker or custodian, as determined based on the applicable laws and regulations in Hong Kong.

**Mao Geping Cosmetics Co., Ltd.**  
**(HK\$29.80 per Hong Kong Offer Share)**  
**NUMBER OF HONG KONG OFFER SHARES THAT MAY BE APPLIED FOR AND**  
**PAYMENTS**

| No. of<br>Hong Kong<br>Offer Shares<br>applied for | Amount<br>payable <sup>(2)</sup> on<br>application | No. of<br>Hong Kong<br>Offer Shares<br>applied for | Amount<br>payable <sup>(2)</sup> on<br>application | No. of<br>Hong Kong<br>Offer Shares<br>applied for | Amount<br>payable <sup>(2)</sup> on<br>application | No. of<br>Hong Kong<br>Offer Shares<br>applied for | Amount<br>payable <sup>(2)</sup> on<br>application |
|--|--|--|--|--|--|--|--|
|  | <i>HK\$</i>  |  | <i>HK\$</i>  |  | <i>HK\$</i>  |  | <i>HK\$</i>  |
| 100  | 3,010.05   | 1,500  | 45,150.81  | 8,000  | 240,804.27   | 90,000   | 2,709,047.96                                       |
| 200  | 6,020.11   | 2,000  | 60,201.07  | 9,000  | 270,904.79   | 100,000  | 3,010,053.30                                       |
| 300  | 9,030.16   | 2,500  | 75,251.33  | 10,000   | 301,005.34   | 150,000  | 4,515,079.96                                       |
| 400  | 12,040.21  | 3,000  | 90,301.59  | 20,000   | 602,010.65   | 200,000  | 6,020,106.60                                       |
| 500  | 15,050.26  | 3,500  | 105,351.87   | 30,000   | 903,015.99   | 250,000  | 7,525,133.26                                       |
| 600  | 18,060.32  | 4,000  | 120,402.13   | 40,000   | 1,204,021.32                                       | 500,000  | 15,050,266.50                                      |
| 700  | 21,070.37  | 4,500  | 135,452.40   | 50,000   | 1,505,026.66                                       | 750,000  | 22,575,399.76                                      |
| 800  | 24,080.43  | 5,000  | 150,502.66   | 60,000   | 1,806,031.98                                       | 1,000,000  | 30,100,533.00                                      |
| 900  | 27,090.48  | 6,000  | 180,603.20   | 70,000   | 2,107,037.31                                       | 2,000,000  | 60,201,066.00                                      |
| 1,000  | 30,100.52  | 7,000  | 210,703.73   | 80,000   | 2,408,042.65                                       | 3,529,400 <sup>(1)</sup>                           | 106,236,821.17                                     |

- (1) Maximum number of Hong Kong Offer Shares you may apply for.
- (2) The amount payable is inclusive of brokerage, SFC transaction levy, the Stock Exchange trading fee and AFRC transaction levy. If your application is successful, brokerage will be paid to the Exchange Participants (as defined in the Listing Rules) and the SFC transaction levy, the Stock Exchange trading fee and AFRC transaction levy are paid to the Stock Exchange (in the case of the SFC transaction levy, collected by the Stock Exchange on behalf of the SFC; and in the case of the AFRC transaction levy, collected by the Stock Exchange on behalf of the AFRC).

## **APPLICATION FOR LISTING ON THE STOCK EXCHANGE**

We have applied to the Listing Committee for the granting of the listing of, and permission to deal in, the H Shares to be issued pursuant to the Global Offering (including any H Shares which may be issued pursuant to the exercise of the Offer Size Adjustment Option and the Over-allotment Option) and the H Shares to be converted from the existing Unlisted Shares.

## **STRUCTURE OF THE GLOBAL OFFERING**

The Global Offering comprises:

- the Hong Kong Public Offering of initially 7,058,900 H Shares (subject to reallocation and the Offer Size Adjustment Option), representing approximately 10.0% of the total number of Offer Shares initially available under the Global Offering, and
- the International Offering of initially 63,529,300 H Shares (subject to reallocation, the Offer Size Adjustment Option and the Over-allotment Option), representing approximately 90.0% of the total number of Offer Shares initially available under the Global Offering.

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 Sole Overall Coordinator may in its sole discretion reallocate Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering under the condition that (1) the International Offering is not fully subscribed and the Hong Kong Public Offering is fully subscribed or oversubscribed (irrespective of the number of times); or (2) the International Offering is fully subscribed or oversubscribed and the Hong Kong Public Offering is fully subscribed or oversubscribed with the number of Offer Shares validly applied for in the Hong Kong Public Offering representing less than 15 times of the number of Shares initially available for subscription under the Hong Kong Public Offering. In such event, the Sole Overall Coordinator has the authority to re-allocate International Offer Shares originally allocated in the International Offering to the Hong Kong Public Offering in such number as it deems appropriate, provided that in accordance with Chapter 4.14 of the Guide for New Listing Applicants, (1) the number of International Offer Shares re-allocated to the Hong Kong Public Offering should not exceed 7,058,800 Shares, such that the total number of Hong Kong Offer Shares following such reallocation will not exceed 14,117,700 Shares, representing approximately twice of the Offer Shares initially available under the Hong Kong Public Offering; and (2) the final Offer Price should be fixed at the bottom end of the indicative Offer Price range (i.e. HK\$26.30 per Offer Share).

In connection with the Global Offering, the Company has the Offer Size Adjustment Option under the Hong Kong Underwriting Agreement, pursuant to which the Company may issue up to 10,588,200 additional H Shares (representing approximately 15.0% of the Offer Shares initially available under the Global Offering) at the Offer Price. The Offer Size Adjustment Option provides flexibility to increase the number of Offer Shares available for purchase under the Global Offering to cover additional market demand, if any. The Offer Size Adjustment Option may be exercised by the Company after consultation with the Sole Overall Coordinator prior to the execution of the Price Determination Agreement and will expire upon execution of the Price Determination Agreement.

In connection with, the Company is expected to grant to the International Underwriters, exercisable in whole or in part by the Sole Overall Coordinator at its sole and absolute discretion (for itself and on behalf of the International Underwriters), the Over-allotment Option, which will be exercisable from the Listing Date until 30 days after the last day for the lodging of applications under the Hong Kong Public Offering, to require the Company to allot and issue, up to an aggregate of 10,588,200 H Shares, representing approximately 15.0% of the Offer Shares initially available under the Global Offering (assuming the Offer Size Adjustment Option is not exercised) or up to an aggregate of 12,176,400 Offer Shares, representing approximately 15.0% of the Offer Shares available under the Global Offering (assuming the Offer Size Adjustment Option is exercised in full), at the Offer Price, to cover over-allocations in the International Offering, if any.

## PRICING

The Offer Price will be no more than HK\$29.80 per Offer Share and is expected to be no less than HK\$26.30 per Offer Share unless to be otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application (subject to application channel), the maximum Offer Price of HK\$29.80 per Offer Share together with brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%, subject to refund (subject to application channels) if the Offer Price as finally determined is less than HK\$29.80 per Offer Share.

## EXPECTED TIMETABLE

Hong Kong Public Offering commences . . . . . 9:00 a.m. on Monday,  
December 2, 2024

Latest time to complete electronic applications under the  
**White Form eIPO** service through the  
designated website at [www.eipo.com.hk](http://www.eipo.com.hk). . . . . 11:30 a.m. on Thursday,  
December 5, 2024

Application lists open . . . . . 11:45 a.m. on Thursday,  
December 5, 2024

Latest time to (a) complete payment of **White Form**  
**eIPO** applications by effecting Internet banking  
transfers(s) or PPS payment transfer(s) and  
(b) give **electronic application instructions** to HKSCC. . . . . 12:00 noon on Thursday,  
December 5, 2024

If you are instructing your broker or custodian who is a HKSCC Participant to give **electronic application instructions** via HKSCC's FINI system to apply for the Hong Kong Offer Shares on your behalf through the **HKSCC EIPO** channel, you are advised to contact your broker or custodian for the earliest and latest time for giving such instructions which may be different from the latest time as stated above, as this may vary by broker or custodian.

Application lists close . . . . . 12:00 noon on Thursday,  
December 5, 2024

Expected Price Determination Date. . . . . Friday,  
December 6, 2024



Announcement of the final 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 allocation of the Hong Kong Offer Shares to be published on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company's website at [www.maogeping.com](http://www.maogeping.com) on or before . . . . . 11:00 p.m. on Monday, December 9, 2024

Announcement of results of allocations in the Hong Kong Public Offering (including successful applicants' identification document numbers, where appropriate) to be available through a variety of channels (as described in the section headed "How to Apply for Hong Kong Offer Shares — B. Publication of Results" in the Prospectus), including:

- in the announcement to be posted on the Company's website and the website of the Stock Exchange at [www.maogeping.com](http://www.maogeping.com) and [www.hkexnews.hk](http://www.hkexnews.hk), respectively . . . . . 11:00 p.m. on Monday, December 9, 2024
- results of allocation for the Hong Kong Public Offering will be available at [www.iporesults.com.hk](http://www.iporesults.com.hk) (alternatively: English [www.eipo.com.hk/eIPOAllotment](http://www.eipo.com.hk/eIPOAllotment)) with a "search by ID" function from . . . . . 11:00 p.m. on Monday, December 9, 2024 to 12:00 midnight on Sunday, December 15, 2024
- from the allocation results telephone enquiry line by calling +852 2862 8555 between 9:00 a.m. and 6:00 p.m. from . . . . . Tuesday, December 10, 2024 to Friday, December 13, 2024

H Share certificates in respect of wholly or partially successful applications to be dispatched or deposited into CCASS on or before . . . . . Monday, December 9, 2024

**White Form** e-Refund payment instructions/refund checks in respect of wholly or partially successful applications if the final Offer Price per Offer Share is less than the maximum Offer Price per Offer Share initially paid on application (if applicable) or wholly or partially unsuccessful applications to be dispatched/collected on or before . . . . . Tuesday, December 10, 2024

Dealings in H Shares on the Stock Exchange expected to commenced at . . . . . 9:00 a.m. on Tuesday, December 10, 2024

## SETTLEMENT

Subject to the granting of listing of, and permission to deal in, the H Shares on the Hong Kong Stock Exchange and compliance with the stock admission requirements of HKSCC, the H 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 H Shares on the Hong Kong Stock Exchange or any other date as determined by HKSCC. Settlement of transactions between participants of the Hong Kong Stock Exchange is required to take place in CCASS on the second settlement day after any trading day. All activities under CCASS are subject to the General Rules of HKSCC and the HKSCC Operational Procedures in effect from time to time. All necessary arrangements have been made for the H Shares to be admitted in to CCASS. Investors should seek the advice of their stockbroker or other professional advisers for the details of the settlement arrangements as such arrangements may affect their rights and interests.

## ELECTRONIC APPLICATION CHANNELS

The Hong Kong Public Offering period will begin at 9:00 am on Monday, December 2, 2024 and end at 12:00 noon on Thursday, December 5, 2024 (Hong Kong time).

To apply for Hong Kong Offer Shares, you may use one of the following application channels:

| Application Channel     | Platform  | Target Investors  | Application Time  |
|-------------------------|---|---|---|
| White Form eIPO service | <a href="http://www.eipo.com.hk">www.eipo.com.hk</a>  | Applicants who would like to receive a physical Share certificate. Hong Kong Offer Shares successfully applied for will be allotted and issued in your own name.  | From 9:00 a.m. on Monday, December 2, 2024, to 11:30 a.m. on Thursday, December 5, 2024, Hong Kong time. The latest time for completing full payment of application monies will be 12:00 noon on Thursday, December 5, 2024 Hong Kong time. |
| HKSCC EIPO channel      | Your broker or custodian who is a HKSCC Participant will submit electronic application instruction(s) on your behalf through HKSCC's FINI system in accordance with your instruction. | Applicants who would <u>not</u> like to receive a physical Share certificate. Hong Kong Offer Shares successfully applied for will be allotted and issued in the name of HKSCC Nominees, deposited directly into CCASS and credited to your designated HKSCC Participant's stock account. | Contact your broker or custodian for the earliest and latest time for giving such instructions, as this may vary by broker or custodian.  |

The **White Form eIPO** service and the **HKSCC EIPO** channel are facilities subject to capacity limitations and potential service interruptions and you are advised not to wait until the last day of the application period to apply for Hong Kong Offer Shares.



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

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

## **PUBLICATION OF RESULTS**

The Company expects to announce the results of the final Offer Price, the level of indications of interest in the Global Offering, the level of applications in the Hong Kong Public Offering and the basis of allocations of Hong Kong Offer Shares on the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company’s website at [www.maogeping.com](http://www.maogeping.com) by no later than 11:00 p.m. on Monday, December 9, 2024 (Hong Kong time).

The results of allocations and the identification document numbers of successful applicants (where applicable) under the Hong Kong Public Offering will be available through a variety of channels at the times and date and in the manner specified in the section headed “How to Apply for Hong Kong Offer Shares — B. Publication of Results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the conditions of the Global Offering are not fulfilled in accordance with “Structure of the Global Offering — Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee, will be refunded without interest.

No temporary document of title will be issued in respect of the H Shares. No receipt will be issued for sums paid on application. H Share certificates will only become valid evidence of title at 8:00 a.m. on Tuesday, December 10, 2024 (Hong Kong time), provided that the Global Offering has become unconditional and the right of termination described in the section headed “Underwriting” has not been exercised. Investors who trade Shares prior to the receipt of H Share certificates or the H Share certificates becoming valid do so entirely at their own risk.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Tuesday, December 10, 2024, it is expected that dealings in the H Shares on the Hong Kong Stock Exchange will commence at 9:00 a.m. on Tuesday, December 10, 2024. The H Shares will be traded on the Main Board of the Hong Kong Stock Exchange in board lots of 100 H Shares each. The stock code of the H Shares will be 1318.

This announcement is available for viewing on the website of the Company at [www.maogeping.com](http://www.maogeping.com) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

By order of the Board  
**Mao Geping Cosmetics Co., Ltd.**  
**MAO Geping**  
*Chairman of the Board and Executive Director*

Hong Kong, December 2, 2024

*As of the date of this announcement, the board of directors of the Company comprises: (i) Mr. MAO Geping, Ms. WANG Liqun, Ms. MAO Niping, Ms. MAO Huiping, Mr. WANG Lihua and Ms. SONG Hongquan as executive directors; and (ii) Mr. GU Jiong, Mr. HUANG Hui and Mr. LI Hailong as independent non-executive directors.*