CHICMAX

Shanghai Chicmax Cosmetic Co., Ltd.
上海上美化妆品股份有限公司
(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock code: 2145)

POSITIVE PROFIT ALERT

This announcement is made by Shanghai Chicmax Cosmetic Co., Ltd. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 and an assessment of the information currently available to the Board, the Group is expected to record (i) a revenue in the range of approximately RMB6,700.0 million to RMB6,900.0 million for the year ended 31 December 2024, representing an increase ranging from approximately 59.9% to 64.7% as compared with the revenue of approximately RMB4,190.7 million for the year ended 31 December 2023; and (ii) a profit of the Group in the range of approximately RMB750.0 million to RMB810.0 million for the year ended 31 December 2024, representing an increase ranging from approximately 62.4% to 75.4% as compared with the profit of the Group of approximately RMB461.7 million for the year ended 31 December 2023. Based on currently available information, the increase in revenue and profit was mainly attributable to the significant year-on-year increase in the revenue of the Group's scientific anti-aging skincare brand, *KANS* and the functional skincare brand focusing on babies and children in China, *newpage*.

As at the date of this announcement, the Company is still in the course of preparing the results of the Group for the year ended 31 December 2024. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024, which have not been reviewed or audited by the Company's auditors, nor reviewed by the audit committee of the Company. Such financial information will be subject to finalisation and necessary adjustments. The results of the Group for the year ended 31 December 2024 are expected to be announced by the Company by the end of March 2025. Shareholders and potential investors are advised to read the annual results announcement of the Company when it is published.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Shanghai Chicmax Cosmetic Co., Ltd.
上海上美化妝品股份有限公司
Mr. Lyu Yixiong
Chairman of the Board, Executive Director and Chief Executive Officer

Shanghai, the PRC
March 3, 2025

As at the date of this announcement, the Board comprises Mr. Lyu Yixiong, Ms. Luo Yan (羅燕), Mr. Feng Yifeng and Ms. Song Yang as executive Directors; Ms. Li Hanqiong and Mr. Sun Hao as non-executive Directors; Mr. Leung Ho Sun Wilson, Ms. Luo Yan (羅妍) and Mr. Li Yang as independent non-executive Directors.