Cosmo Lady (China) Holdings Company Limited
都市麗人（中國）控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2298)

POSITIVE PROFIT ALERT

This announcement is made 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 Cosmo Lady (China) Holdings Company Limited (the "**Company**", together with its subsidiaries, the "**Group**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that based on the Company's preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the "**Year**") and the information currently available, it is expected that the profit attributable to the owners of the Company for the Year would increase by around 180% as compared with that of approximately RMB42,483,000 for the year ended 31 December 2023.

Such increase in the profit attributable to the owners of the Company for the Year is mainly due to (i) the successful cooperation with the Group's partners to expand e-commerce business with the total gross merchandise value of approximately RMB1.1 billion transacted on the e-commerce platforms with which the Group cooperated during the Year, thereby increasing the Group's market share in the PRC substantially and, in turn, resulting in the improvement in the Group's operating results during the Year; (ii) the effective cost control and improved efficiency of the Group has also further reduced the Group's operating costs; and (iii) certain units of the industrial projects of the Group located in Fenggang, Dongguan, Guangdong Province, the People's Republic of China, have been delivered and recognized during the Year.

The Company is still in the process of preparing and finalizing the annual results of the Group for the Year. The information contained in this announcement is only based on the preliminary assessment made by the Company with reference to the financial information currently available and is not based on any figures or data which have been audited or reviewed by the auditors or the audit committee of the Board, and hence is subject to possible changes and adjustments upon further review. The annual results of the Group for the Year are expected to be published by the end of March 2025 in accordance with the Listing Rules.

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
Cosmo Lady (China) Holdings Company Limited
Zheng Yaonan
Chairman

Hong Kong, 11 March 2025

As at the date of this announcement, the Board comprises Mr. Zheng Yaonan, Mr. Zhang Shengfeng, Ms. Wu Xiaoli, Mr. Xian Shunxiang and Mr. Zhu Hongbo as executive Directors; Mr. Lin Zonghong and Ms. Kong Xiangying as non-executive Directors; and Mr. Yau Chi Ming, Dr. Dai Yiyi, Mr. Chen Zhigang and Dr. Lu Hong Te as independent non-executive Directors.