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Laopu Gold Co., Ltd.
老鋪黃金股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 6181)

POSITIVE PROFIT ALERT

This announcement is made by Laopu Gold Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”, “**our**” or “**we**”) pursuant to Rule 13.09(2) 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 the Board’s preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 (the “**First Half Year of 2025**”) and the information currently available to the Board, it is expected that the Group will achieve:

1. Sales (tax-inclusive revenue): in the range of approximately RMB13,800 million to RMB14,300 million, representing an increase of approximately 240% to 252% as compared to the six months ended June 30, 2024 (the “**corresponding period of the previous year**”);
2. Revenue: in the range of approximately RMB12,000 million to RMB12,500 million, representing an increase of approximately 241% to 255% as compared to the corresponding period of the previous year;
3. Non-IFRS adjusted net profit (eliminating the effects of share-based payment): in the range of approximately RMB2,300 million to RMB2,360 million, representing an increase of approximately 282% to 292% as compared to the corresponding period of the previous year;
4. Net profit: in the range of approximately RMB2,230 million to RMB2,280 million, representing an increase of approximately 279% to 288% as compared to the corresponding period of the previous year.

To the best knowledge of the Board, the increase in revenue and net profit mentioned above were mainly due to:

- (i) The distinct market advantage generated from the continuous expansion of the Group’s brand influence, which led to a significant increase in overall revenue from both online and offline boutiques;

- (ii) the continuing optimization, promotion and iteration of the Group's products which facilitated the sustained growth in revenue from both online and offline channels.

Remark: The contribution of channels, one of the Group's three core drivers for growth in revenue and net profit, namely, brand, product, and channels, was not materialized in supporting revenue in the First Half Year of 2025, and is thus not included among the causative factors for the revenue and net profit growth in the first half year of this year. New store expansions and store optimizations for the year are projected to manifest their primary support on revenue and net profit in the second half year of 2025.

As at the date of this announcement, the Company is still in the process of finalizing the unaudited interim results of the Group for the First Half Year of 2025. The information contained in this announcement is only the preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 and information currently available to the Board as at the date of this announcement which have neither been audited or reviewed by the Company's auditors nor reviewed by the Company's audit committee and may be subject to finalization and possible adjustments arising from further review. Shareholders and potential investors of the Company are advised to carefully read the interim results announcement of the Company for the six months ended June 30, 2025, which is expected to be published in August 2025.

Potential investors and Shareholders should exercise caution when dealing in the Company's shares.

By Order of the Board
Laopu Gold Co., Ltd.
老鋪黃金股份有限公司
XU Gaoming
Chairman and Executive Director

Hong Kong, July 27, 2025

As at the date of this announcement, the Board of Directors of the Company comprises (i) Mr. Xu Gaoming, Mr. Feng Jianjun, Mr. Xu Rui and Mr. Jiang Xia as executive directors; and (ii) Mr. Sun Yijun, Dr. He Yurun and Mr. See Tak Wah as independent non-executive directors.

Note: To supplement our financial information which are presented in accordance with IFRS Accounting Standards, we use non-IFRS adjusted net profit as an additional financial measure, which is not required by, or presented in accordance with IFRS Accounting Standards. We believe that this non-IFRS measure facilitates comparisons of results of operations from period to period and company to company by eliminating potential impacts of items that our management does not consider to be indicative of our operating performance. We believe that this measure provides useful information to investors and others in understanding and evaluating our consolidated operating performance in the same manner as they help our management. However, our presentation of non-IFRS adjusted net profit may not be comparable to a similarly titled financial measure presented by other companies. The use of this non-IFRS measure has limitations as an analytical tool, and investors should not consider it in isolation from, or as substitute for analysis of, our results of operations or financial condition as reported under IFRS Accounting Standards.