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## **Green Tea Group Limited**

**綠茶集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 6831)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Green Tea Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 and the information currently available to the Board, it is expected that the Group will record (i) a profit for the six months ended June 30, 2025 in the range of approximately RMB230 million to RMB237 million as compared with that for the six months ended June 30, 2024 of approximately RMB174 million, representing an increase of approximately 32% to 36%; and (ii) an adjusted net profit for the six months ended June 30, 2025 in the range of approximately RMB247 million to RMB254 million as compared with that for the six months ended June 30, 2024 of approximately RMB179 million, representing an increase of approximately 38% to 42%.

Based on the information currently available to the Board, the Board believes that:

- (1) the increase in profit was primarily due to the combined effects of (i) the increase in revenue by the range of approximately RMB391 million to RMB465 million from approximately RMB1,860 million for the six months ended June 30, 2024, resulting from the continued expansion of the Group’s store network, (ii) the enhanced store-level profitability as a result of the continuous improvements in operational efficiency, and (iii) partially offset by the listing expenses of approximately RMB15 million to RMB20 million incurred during the six months ended June 30, 2025; and
- (2) the increase in adjusted net profit was primarily due to the combined effects of (i) the above-mentioned revenue growth resulting from the continued expansion of the Group’s store network, and (ii) the enhanced store-level profitability as a result of the continuous improvements in operational efficiency.

The Board wishes to highlight that “adjusted net profit” is not defined under the IFRS Accounting Standards. It is defined by the Group as profit for the period adjusted by excluding (i) equity-settled share-based payment expenses, (ii) listing expenses, and (iii) impact on tax related to items (i) to (ii) above (collectively, the “**Adjusted Items**”). The Board believes that “adjusted net profit” would provide useful information to potential investors and others in understanding and evaluating the operating results of the Group by eliminating potential impacts of the Adjusted Items, which are either non-operating or one-off in nature and are not indicative of the actual operating performance of the Group. In particular, equity-settled share-based payment expenses are non-cash expenses arising from the restricted share unit scheme adopted by the Company on February 28, 2020.

As at the date of this announcement, the Company is in the process of finalizing the consolidated interim results of the Group for the six months ended June 30, 2025. The information contained in this announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the Board, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company. The actual results of the Group for the six months ended June 30, 2025 may differ from the information contained in this announcement. Shareholders and potential investors are advised to read carefully the announcement of the interim results of the Group for the six months ended June 30, 2025, which is expected to be released in August 2025.

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

By Order of the Board  
**Green Tea Group Limited**  
**Mr. Wang Qinsong**

*Chief Executive Officer, Chairman of the Board and Executive Director*

Hong Kong, July 31, 2025

*As at the date of this announcement, the Directors of the Company are: (i) Mr. Wang Qinsong, Ms. Yu Liying and Mr. Wang Jiawei as executive Directors; (ii) Ms. Lu Changmei, Mr. Liu Sheng and Ms. Xu Ruijie as non-executive Directors; and (iii) Mr. Shao Xiaodong, Mr. Bruno Robert Mercier and Mr. Fan Yongkui as independent non-executive Directors.*