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CHICMAX

Shanghai Chicmax Cosmetic Co., Ltd.

上海上美化妝品股份有限公司

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

(Stock Code: 2145)

NOTICE OF BOARD MEETING

The board of directors (the “**Board**”) of Shanghai Chicmax Cosmetic Co., Ltd. (the “**Company**”) hereby announces that a meeting of the Board will be held on Thursday, 28 August 2025, for the purpose of considering and approving, among other matters, the interim results of the Company and its subsidiaries for the six months ended 30 June 2025 and its publication, considering the recommendation on payment of an interim dividend, if any, and transacting any other business.

By order of the Board

Shanghai Chicmax Cosmetic Co., Ltd.

上海上美化妝品股份有限公司

Chairman of the Board, Executive Director and

Chief Executive Officer

Mr. Lyu Yixiong

Shanghai, the PRC

18 August 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.