Mount Everest Gold Group Company Limited
珠峰黃金集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1815)

POSITIVE PROFIT ALERT

This announcement is made by Mount Everest Gold Group Company Limited (the "**Company**", and 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 and 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 of the Company and potential investors that, based on the Group's unaudited consolidated management accounts for the six months ended 30 June 2025 ("**1H2025**") (which have not been confirmed, reviewed or audited by the Company's auditors or audit committee, and may be subject to adjustment) and other information currently available to the Group, the Group expects to record a net profit attributable to owners of the Company of RMB70 million to RMB80 million for 1H2025, as compared to a net loss attributable to owners of the Company of approximately RMB11.0 million for the six months ended 30 June 2024 ("**1H2024**"). Excluding the impact of the share option-related expenses as disclosed below, the Group would have expected to record a net profit attributable to owners of the Company of RMB88 million to RMB98 million for 1H2025.

Such expected turnaround from net loss to net profit is mainly attributable to the following factors:

(i) The Group's sales of gold products increased significantly in 1H2025, leading to a rise in the overall sales of the Group's New Jewellery Retail segment in 1H2025. Most of the gold products sold by the Group in 1H2025 were inventories with relatively low procurement and/or processing costs. In addition, with the significant increase in gold prices in 1H2025, the gross profit margin of the Group's sales of gold products increased substantially, resulting in an increase in overall gross profit. Thus, the net profit of the Group's New Jewellery Retail segment for 1H2025 is expected to record a significant increase as compared with that for 1H2024; and

(ii) As disclosed in the Company's announcements dated 5 November 2024 and 15 January 2025, the Company completed the disposal of the Group's Fresh Food Retail segment on 13 January 2025, and the relevant disposal generated a gain of approximately RMB41 million for the Group.

The aforementioned factors were partially offset by the following factor:

(iii) As disclosed in the Company's announcement dated 31 March 2025, the Group recorded expenses of approximately RMB18 million (carried at the fair value of the granted share options) in 1H2025 due to the grant of share options to its employees.

The Company is still in the process of finalizing its interim results for 1H2025. Detailed financial information and performance of the Group for 1H2025 will be disclosed in the Company's interim results announcement for 1H2025 which is expected to be published by the end of August 2025.

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

By order of the Board
Mount Everest Gold Group Company Limited
Chen He
Chairman

Hong Kong, 20 August 2025

As at the date of this announcement, the executive directors of the Company are Mr. Chen He, Mr. Qian Pengcheng and Ms. Huang Wen; and the independent non-executive directors of the Company are Mr. Yu Leung Fai, Mr. Hu Qilin and Mr. Zhang Zuhui.