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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)**

## **APPOINTMENT OF SECRETARY TO THE BOARD; RESIGNATION OF NON-EXECUTIVE DIRECTOR; AND PROPOSED APPOINTMENT OF EXECUTIVE DIRECTOR**

### **APPOINTMENT OF SECRETARY TO THE BOARD**

The board (the “**Board**”) of directors (the “**Directors**”) of Shanghai Chicmax Cosmetic Co., Ltd. (the “**Company**”) hereby announces that Mr. Sun Hao (孫昊先生) (“**Mr. Sun**”) has been appointed as the secretary to the Board with effect from 28 August 2025, for a term that is the same as the current session of the Board.

The biography of Mr. Sun is set out below:

Mr. Sun Hao, aged 35, currently serves as a non-executive Director of the Company.

Prior to joining the Company, Mr. Sun worked at Shanghai Premium Bright Global Capital Co., Ltd. as an executive director, focusing on investments in the consumer goods and retail sectors. He also worked in the audit department of Deloitte Touche Tohmatsu (Hong Kong Office) and the advisory services department of PricewaterhouseCoopers (Hong Kong Office).

Mr. Sun obtained a bachelor’s degree in Business Economics from the City University of Hong Kong in May 2013.

Mr. Sun has rich experience in corporate management and is familiar with the business and daily operations of the Company as well as the regulatory requirements and laws both in mainland China and Hong Kong, therefore the appointment of Mr. Sun as the secretary to the Board is in the interests of the Company and is conducive to its corporate governance.

The Board would like to extend its welcome to Mr. Sun for his new appointment.

## **RESIGNATION OF NON-EXECUTIVE DIRECTOR**

The Board announces that it has recently received a resignation application from Ms. Li Hanqiong (李寒窮女士) (“**Ms. Li**”), a non-executive Director due to personal development considerations with effect from the date of this announcement.

As of the date of this announcement, Ms. Li does not hold any underlying shares or other valuable securities associated with the Company. Ms. Li has confirmed that she has no disagreement with the Board, and there is also no other matter relating to her resignation that needs to be brought to the attention of the shareholders (the “**Shareholders**”) of the Company. Ms. Li has performed her duties conscientiously and diligently during her tenure, actively participated in Board work, and made significant contributions to the Company’s management and development. The Board would like to express its sincere appreciation to Ms. Li for her valuable contributions.

## **PROPOSED APPOINTMENT OF EXECUTIVE DIRECTOR**

On 28 August 2025, the Company convened the 7th meeting of the second session of the Board. The Board is pleased to announce that, having been recommended by the nomination committee of the Company, the Board resolved to nominate Ms. Zhou Wei (周蔚女士) (“**Ms. Zhou**”) as a candidate for an executive Director of the second session of the Board. The appointment of Ms. Zhou as an executive Director is subject to approval by the Shareholders at the general meeting of the Company.

The biographical details of Ms. Zhou are as follows:

Ms. Zhou Wei, aged 54, currently serves as the chief strategy officer of the Company.

Prior to joining the Company, Ms. Zhou held the positions of deputy general manager and chief of staff at PROYA (a company listed on the Shanghai Stock Exchange (Stock code: 603605)), primarily responsible for its strategic management, operational management, human resources, as well as information and digital initiatives. She has long been dedicated to senior management roles in areas such as strategic management, human resource management, organisational transformation, operational management and informatisation within the consumer goods industry.

In July 2025, Ms. Zhou joined the Company as senior vice president, overseeing high-level management functions including the group strategy, human resources and information digitalization department.

Ms. Zhou obtained a master of business administration (MBA) from Asia International Open University (Macau) \*(亞洲澳門國際公開大學) in 2008. In 1999, she was certified as an intermediate economist in Labor Economics\*(勞動經濟中級經濟師) by the Ministry of Personnel of the People’s Republic of China. In 2006, she obtained the Senior Professional Manager Certification\* (高級職業經理人) issued by the same ministry. She is also an authorised certification instructor for Professional Dyna-Metric Programmes (China Region)\*(美國 PDP 中國區授權認證導師).

As at the date of this announcement and within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”), Ms. Zhou holds 30,000 shares in the Company.

As at the date of this announcement, save as disclosed above, Ms. Zhou (i) does not hold any directorships or any other major positions in the last three years in any public companies the securities of which are listed on any securities market in Hong Kong or overseas; (ii) does not have any relationship with any Director, supervisor, senior management or substantial or controlling Shareholders of the Company (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”)); (iii) does not have other major appointments and professional qualifications; (iv) does not have, and is not deemed to have, any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations which are required to be disclosed under Part XV of the SFO; and (v) there is no other information relating to her that is required to be disclosed pursuant to Rules 13.51(2) of the Listing Rules or other matters that need to be brought to the attention of the Shareholders in connection with her appointment.

The term of office of Ms. Zhou will commence upon the approval of her appointment by the shareholders at the extraordinary general meeting and shall expire at the end of the second session of the Board. The Director’s fee of Ms. Zhou will be subject to the confirmation by the Shareholders at the annual general meeting of the Company.

The Company will convene an extraordinary general meeting to seek approval for the appointment of Ms. Zhou as an executive Director from the Shareholders. A circular and notice of the extraordinary general meeting containing, among other things, details of the proposed election of Director will be dispatched to the Shareholders in due course for the purpose of proposing the above election to the Shareholders for consideration and approval at the extraordinary general meeting of the Company.

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  
28 August 2025

\* *For identification purpose only*

*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; Mr. Sun Hao as non-executive Director; Mr. Leung Ho Sun Wilson, Ms. Luo Yan (羅妍) and Mr. Li Yang as independent non-executive Directors.*