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MAOGEPING
BEAUTY
MAO GEPING COSMETICS CO., LTD.
毛戈平化妆品股份有限公司
(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 1318)

VOLUNTARY ANNOUNCEMENT

**SHAREHOLDING REDUCTION PLAN BY
CONTROLLING SHAREHOLDERS AND DIRECTORS**

This announcement is made by Mao Geping Cosmetics Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform the shareholders and potential investors of the Company of the shareholding reduction plan by the Company’s controlling shareholders and directors.

The Company has recently received notifications from Mr. MAO Geping and Ms. WANG Liqun, its controlling shareholders and executive directors, as well as from Ms. MAO Niping, Ms. MAO Huiping, Mr. WANG Lihua, and Ms. SONG Hongquan, all executive directors, regarding their respective plans to reduce their shareholdings. The aforementioned shareholders and entities under their control intend to collectively reduce their holdings of the Company’s H shares (“**H Share(s)**”) primarily through block trades within six months from the date of this announcement, with the aggregate amount not exceeding 17.2 million shares, representing no more than 3.51% of the Company’s total issued shares.

The aforementioned shareholders of the Company intend to reduce their shareholdings due to personal financial needs. The proceeds from the reduction will be used for, but not limited to, investments in the beauty industry supply chain and improve their personal living conditions. As the controlling shareholders and directors of the Company, they remain fully confident in the Company’s development, and will continue to dedicate themselves to the Group’s product research and development, production, and operational management, striving to make outstanding contributions to enhancing the Group’s brand value and driving performance growth. During the period of this shareholding reduction plan, the aforementioned shareholders

will strictly comply with relevant laws and regulations, the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and the Company's internal rules and regulations, and will promptly fulfill their information disclosure obligations. The implementation of the shareholding reduction plan will not result in a change of control of the Company and will not have a significant impact on the Company's governance structure and ongoing operations.

The aforementioned shareholders of the Company will determine whether to implement this shareholding reduction plan based on market conditions, the Company's share price, and other circumstances. Should they proceed with the plan, the timing, quantity, and price of the reduction remain uncertain. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Mao Geping Cosmetics Co., Ltd.
MAO Geping
Chairman of the Board and Executive Director

Hong Kong, January 6, 2026

As of the date of this announcement, the board of directors of the Company comprises: (i) Mr. MAO Geping, Ms. WANG Liqun, Ms. MAO Niping, Ms. MAO Huiping, Mr. WANG Lihua and Ms. SONG Hongquan as executive directors; and (ii) Mr. GU Jiong, Mr. HUANG Hui and Mr. LI Hailong as independent non-executive directors.