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Blue Moon Group Holdings Limited
藍月亮集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6993)

INSIDE INFORMATION
REDUCTION OF LOSS

This announcement is made by Blue Moon Group Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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 Future 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 (the "**Shareholders**") and potential investors that, based on the unaudited consolidated management accounts of the Group and the preliminary information currently available, the Group expects its consolidated loss attributable to equity holders of the Company for the six months ended 30 June 2026 to be narrowed down by no less than 55% as compared to a consolidated loss attributable to equity holders of the Company of approximately HK$435.3 million for the six months ended 30 June 2025.

I. Principal Factors for the Improvement in Performance

The narrowing down of loss for the current period was primarily attributable to the optimization of three aspects, namely operational efficiency, marketing investment and channel deployment, details of which are set out below:

1. Steady improvement in overall operational efficiency. The Group has continued to streamline its business processes and optimize the allocation of its organizational resources, thereby reducing inefficient and redundant expenses; the Group restructured its marketing investment system, increasing resource allocation to core channels with high profitability and high growth potential, continuously improving the sales and distribution expense ratio, enhancing the overall level of refined operations, thereby achieving structural cost reductions and efficiency gains.

2. Implementation of knowledge-based marketing strategy and steady increase in marketing return on investment ("**ROI**"). The Group continued to regard knowledge-based marketing as a core strategic investment, leveraging the marketing initiatives of "Supreme Clean Journey" (至尊潔淨之旅) and "Liuda Festival" (溜達節) to support the promotion of new core products such as the "Supreme Concentrated Laundry Detergent Series" (至尊濃縮洗衣液系列) and "JingXiang Foaming Body Wash Series" (淨享泡沫沐浴露系列). While stabilizing the overall sales scale, by popularizing scientific washing methods and precisely optimizing the allocation of marketing resources, the Group continuously enhanced the efficiency of marketing investments and ROI, facilitated the omni-channel penetration of new products, and continuously optimized the overall operating efficiency.

3. Expansion of diversified channels to strengthen business growth. The Group continued to deepen its strategic channel deployment, expanding its offline distribution networks, deploying emerging e-commerce platforms and diversified promotional channels, thereby effectively enhancing brand coverage and customer reach efficiency. Through refined channel operations and youth-oriented promotional strategies, the Group continued to attract young consumer groups, achieved steady growth in the scale of new customers, and optimized the Group's customer structure, thereby contributing to the improvement of its fundamental business landscape.

II. Future Outlook

The Group is firmly committed to a path of high-quality sustainable development, with the goal of enhancing profitability and shareholder returns. Looking ahead, the Group will focus on core operational initiatives: deepening the knowledge-based marketing system to empower end-user conversion; advancing the differentiated deployment of the "**Supreme Series**"(至尊系列) and "**JingXiang Series**" (淨享系列) to broaden channels and stabilize gross profit margins; optimizing resource allocation to improve return on equity, and continuing to increase investment in technology and product R&D to solidify the foundation for long-term growth (The aforementioned plans are subject to constraints from factors such as market conditions, industry dynamics, and consumer demand. They involve uncertainties and may not be fully realized).

The information contained in this announcement is only a preliminary assessment made by the Company based on available data (including the unaudited consolidated management accounts of the Group and related business information, which have not yet been reviewed by auditors or reviewed and approved by the audit committee of the Board). Therefore, there may be differences between the above preliminary information and the final interim consolidated results of the Group for the financial year of 2026. The Company is currently in the process of preparing and finalizing the interim results for the year 2026 and expects to publish the interim results announcement of the Company on or before 31 August 2026.

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

By Order of the Board
Blue Moon Group Holdings Limited
PAN Dong
Chairman & Executive Director

Hong Kong, 15 July 2026

As at the date of this announcement, the Board comprises Ms. PAN Dong, Mr. LUO Qiuping, Ms. LUO Dong, Mr. POON Kwok Leung and Ms. XIAO Haishan as Executive Directors; and Mr. Bruno Robert MERCIER, Ms. NGAN Edith Manling and Mr. HU Yebi as Independent Non-executive Directors.