Laopu Gold Co., Ltd.

老鋪黃金股份有限公司

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

(Stock Code: 6181)

POSITIVE PROFIT ALERT

This announcement is made by Laopu Gold Co., Ltd. (the "**Company**", together with its subsidiaries, the "**Group**", "**our**" or "**we**") 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors that based on the Board's preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2026 (the "**First Half of 2026**") and the information currently available to the Board, it is expected that the Group will achieve in the First Half of 2026:

1. Sales (tax-inclusive revenue): in the range of approximately RMB22,700 million to RMB23,350 million, representing an increase of approximately 60% to 65% as compared to the six months ended June 30, 2025 (the "**corresponding period of the previous year**");

2. Revenue: in the range of approximately RMB19,800 million to RMB20,450 million, representing an increase of approximately 60% to 66% as compared to the corresponding period of the previous year; and

3. Non-IFRS adjusted net profit (eliminating the effects of employee share-based payment): in the range of approximately RMB4,310 million to RMB4,360 million, representing an increase of approximately 83% to 85% as compared to the corresponding period of the previous year.

To the best knowledge of the Board, the above increases in revenue and non-IFRS adjusted net profit were mainly due to:

(i) The continuous expansion of brand influence, leading to the absolute market advantage of the Group which resulted in a growth of the Group's overall revenue;

(ii) The continuing optimization and iteration of the Group's products which ensured the sustained growth in the Group's revenue; and

(iii) The improvement in high-value customer consumption, gold ornaments and vessels consumption, repurchase rate and etc. which drove the growth of the Group's performance.

Note: With the gradual implementation of the Group's targeted strategies in product launches and iteration, high-value customer management, as well as the continuous optimization and expansion of the store network, the Board estimates the support of the Group's revenue and net profit performance to become increasingly evident in the second half of 2026.

As at the date of this announcement, the Company is still in the process of finalizing the unaudited interim results of the Group for the First Half of 2026. The information contained in this announcement is only the preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2026 and information currently available to the Board as at the date of this announcement. Such information has not been audited or reviewed by the auditor of the Company, nor reviewed by the audit committee of the Company, and may be subject to finalization and possible adjustments arising from further review. Shareholders and potential investors of the Company are advised to carefully read the interim results announcement of the Company for the six months ended June 30, 2026, which is expected to be published in August 2026.

Shareholders and potential investors of the Company should exercise caution when dealing in the Company's shares.

By order of the Board
Laopu Gold Co., Ltd.
老鋪黃金股份有限公司
XU Gaoming
Chairman and Executive Director

Hong Kong, July 27, 2026

As at the date of this announcement, the Board of Directors of the Company comprises (i) Mr. Xu Gaoming, Mr. Feng Jianjun, Mr. Xu Rui and Mr. Jiang Xia as executive directors; and (ii) Mr. Sun Yijun, Dr. He Yurun and Mr. See Tak Wah as independent non-executive directors.

Note: To supplement our financial information presented in accordance with IFRS Accounting Standards, we use non-IFRS adjusted net profit as an additional financial measure, which is not required under, or presented in accordance with IFRS Accounting Standards. We believe that this non-IFRS measure facilitates comparisons of results of operations from period to period and company to company by eliminating potential impacts of items that our management does not consider to be indicative of our operating performance. We believe that this measure provides useful information to investors and others in understanding and evaluating our consolidated operating performance in the same manner as it helps our management. However, our presentation of non-IFRS adjusted net profit may not be comparable to a similarly titled financial measure presented by other companies. The use of this non-IFRS measure has limitations as an analytical tool, and investors should not consider it in isolation from, or as substitute for analysis of, our results of operations or financial condition as reported under IFRS Accounting Standards.