CCM 上美股份

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)

PROFIT ALERT

This announcement is made by Shanghai Chicmax Cosmetic Co., Ltd. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 (the "**Board**") of directors (the "**Director(s)**") of the Company hereby informs the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2026 and an assessment of the information currently available to the Board, the Group expects that (i) the revenue for the six months ended June 30, 2026 will range from approximately RMB3,718 million to RMB3,759 million, representing a decrease of approximately 9.5% to 8.5% as compared to the revenue of approximately RMB4,108 million for the six months ended June 30, 2025; and (ii) the profit of the Company for the six months ended June 30, 2026 will range from approximately RMB120 million to RMB130 million, representing a decrease of approximately 78.4% to 76.6% as compared to the profit of the Company of approximately RMB555.6 million for the six months ended June 30, 2025. Based on the information currently available, the decrease in revenue was primarily attributable to a decline in sales revenue of *KANS*, the scientific anti-aging skincare brand of the Group, which accounts for a relatively high proportion of the Group's revenue, as a result of the impact of periodic market factors; meanwhile, affected by the decline in revenue of *KANS*, the gross profit contributed by such brand to the Group decreased accordingly; and the Group's continuous investments in aspects including human resources, research and development, and branding, being in line with its long-term strategic plan to support the long-term development of its multi-brand portfolio, resulted in a decline in profit. Since July 2026, sales revenue of *KANS* has shown a gradual recovery trend.

As at the date of this announcement, the Company is still in the course of preparing the results of the Group for the six months ended June 30, 2026. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2026, which have not been reviewed by the Company's auditors, nor reviewed by the audit committee of the Company. Such financial information will be subject to finalisation and necessary adjustments. The results of the Group for the six months ended June 30, 2026 are expected to be announced by the Company by the end of August 2026. Shareholders and potential investors are advised to read the interim results announcement of the Company when it is published.

Shareholders and potential investors should exercise caution when dealing in the shares 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
August 17, 2026

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