CCM 上美股份

Shanghai Chicmax Cosmetic Co., Ltd.
上海上美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: 2145)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2026

The board (the "**Board**") of directors (the "**Directors**") of Shanghai Chicmax Cosmetic Co., Ltd. (the "**Company**") announces the unaudited consolidated interim results of the Company and its subsidiaries (collectively, the "**Group**") for the six months ended 30 June 2026 (the "**1H2026**"), together with the comparative figures for the six months ended 30 June 2025 (the "**1H2025**").

PERFORMANCE HIGHLIGHTS

	Six months ended 30 June		**Change**
	2026	2025	**(%)**
	RMB in millions		
	(Unaudited)	*(Unaudited)*	
Revenue	**3,756.5**	4,108.0	-8.6
Gross profit	**2,881.5**	3,102.4	-7.1
Profit for the period	**125.7**	555.6	-77.4

FINANCIAL HIGHLIGHTS

Our revenue decreased to RMB3,756.5 million for 1H2026 from RMB4,108.0 million for 1H2025. Our gross profit decreased to RMB2,881.5 million for 1H2026 from RMB3,102.4 million for 1H2025. Our profit for the period for 1H2026 was RMB125.7 million whereas our profit for the period for 1H2025 was RMB555.6 million.

The Board does not recommend the payment of any interim dividend for the six months ended 30 June 2026 (six months ended 30 June 2025: RMB0.5 per ordinary share).

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS OVERVIEW AND OUTLOOK

BUSINESS OVERVIEW

We are a multi-brand beauty company, focusing on research and development, manufacturing and sales of mass skin care, maternal, baby & teenagers skin care, cleansing and personal care, makeup, dermocosmetics and premium skin care. We focus on the implementation of multi-brand strategy and have remained dedicated to it since our establishment. With an operational history of more than 20 years, today we are one of the front runners in China's cosmetics industry, possessing comprehensive multi-brand development and operational capability and expertise, and we have successfully built a variety of popular cosmetic brands. Our decisive strategy originally to embark on and persist with a multi-brand strategy gives us an advantage to timely grasp market opportunities and sets us apart from our peers.

KANS

Established in 2003, *KANS* is a Chinese beauty and fashion brand with "science, professionalism, precision, and efficiency" as its core. Commencing from 2025, *KANS* has further refined its full-category product portfolio, providing consumers with full-category solutions encompassing skincare, color cosmetics, men's care, wash & care and personal care that combine both efficacy and professionalism, with a view to continuously building a Chinese super beauty and fashion brand with global competitiveness.

For 1H2026, affected by periodic market factors, the revenue of *KANS* recorded a decrease. However, this brand continued to rank first in market segments such as personal care brands and facial care on Douyin. Furthermore, *KANS* achieved solid breakthroughs across various product categories. Diversified categories, including *KANS* makeup, men's care, wash & care, and body care, continued to expand, thereby continuously enhancing the brand's influence and market competitiveness.

For 1H2026, *KANS*, with scientific research as its foundation, continued to deepen its research and development in the field of polypeptides. Meanwhile, the brand further enhanced its high-end anti-aging product matrix by launching the Pro-Xylane Purple Gold series (玻色因紫金系列) to establish a more complete polypeptide anti-aging skincare system. Leveraging the brand's accumulated scientific research expertise and practical achievements in the anti-aging field, *KANS* was successively invited to attend authoritative industry conferences including the 31st Annual Meeting of Chinese Society of Dermatology and the China Anti-Aging Industry Integration Conference (中國抗衰老產業融合大會). Centering on the skincare pain points of key consumer groups, *KANS* provided scientific solutions supported by clinical evidence, and the relevant research results were included and recognised by the expert committee.

For 1H2026, *KANS* adopted a dual-matrix marketing framework centred on "hit product marketing and brand image building", thereby driving the expansion of its younger consumer base and the simultaneous accumulation of brand assets. At the hit product marketing level, *KANS* successfully created two phenomenal breakthrough events by capitalizing on two major festivals, namely the Spring Festival and the Mother's Day. In terms of image building, *KANS* has comprehensively optimized its brand ambassador strategy and established a well-structured brand ambassador matrix. It has expanded the young user base through the cooperation with emerging-generation artists resources. Meanwhile, *KANS* has partnered with authoritative media to create cultural content, which drove *KANS* to continuously advance from a "competitive domestic anti-aging brand" towards a "super beauty and fashion brand with global influence".

The revenue generated from *KANS* in 1H2026 was RMB2,661.4 million, representing a decrease of 20.4% as compared to RMB3,344.0 million in 1H2025 and accounting for 70.8% of our total revenue for 1H2026.

newpage

The brand *newpage* was launched in May 2022, focusing on the field of efficacy skincare for infants, children and adolescents aged 0 to 18. It was jointly established by Ms. Zhang Ziyi (章子怡), Mr. Cui Yutao (崔玉濤) and our scientists. The brand was positioned as "medical + research", integrating user needs, pediatric clinical experience and scientific research capabilities for product development. Its product lines cover categories including skincare, washing, cleaning and mosquito repellents.

For 1H2026, *newpage* brand was awarded the 2026 Tmall Annual Super Leading Brand (2026年天貓年度超級領航品牌) and the Most Promising Store of the 11th JD Supermarket Baby Party in 2026 (2026第十一屆京東超市寶貝趴最具潛力店舖). Furthermore, according to iResearch, *newpage* brand ranked first in online sales in the premium baby moisturizing oil in China. The *newpage*'s Baby Balancing Cream (嬰童安心霜) won the 2026 Golden Baby Award – Signature Product of the Year (2026金嬰獎－年度超級單品獎), while *newpage*'s Special Care Essence Cream (特護精華霜) won the 2026 Golden Baby Award – Professional Care of the Year (2026金嬰獎－年度專業呵護獎).

Within the core infants and children business segment, "*newpage*'s Baby Balancing Cream (嬰童安心霜)" continued to rank among the top on the best-selling "baby face cream" lists across Tmall and Douyin platforms during the "618" Shopping Festival; during the "618" Shopping Festival this year, sales of seasonal summer products recorded significant growth. The new product "AD Intensive Care Cream (AD 特護霜)" launched at the end of 2025 became one of the top single products in terms of sales contribution within the infant and children product line during the period, which enhanced the brand's market share in the infants and children face cream and lotion market, and consolidated its professional efficacy skincare positioning of "medical + research".

NEWPAGE1218 Youth Product Line, as the brand's second growth curve, achieved a substantial increase in overall sales during 1H2026. During the "618" Shopping Festival, the sales of adolescent products at the Tmall store recorded a significant year-on-year increase, and sales on the Douyin platform also recorded robust growth. According to the rankings on the Douyin platform, the two key products of this product line, namely the "Acne Clearing Essence "(祛痘精華) and the "Ice-Burst Cream (Face Cream) (爆冰霜), both ranked first on the trending products list (爆款榜).

In terms of public welfare and social responsibility practices, with the mission of "Letting Health and Happiness Accompany the Growth of Children (讓健康快樂伴隨孩子成長)", the brand initiated the "Friendly Partner Program for Users with Special Skin Conditions (特皮友好夥伴計劃)", the "Caring for Vulnerable Skin in the Daliang Mountains (呵護大涼山的紅)" material donation campaign for children in remote mountainous areas, and the charity bazaar activities. In addition, the brand collaborated with authoritative institutions to jointly launch various public welfare campaigns focusing on child care, such as the "Little Wishes (小小心願)" public welfare donation project, thereby fulfilling its social responsibilities through practical actions.

The revenue generated from *newpage* in 1H2026 was RMB635.2 million, representing an increase of 59.9% as compared to RMB397.3 million in 1H2025, accounting for 16.9% of the total revenue for 1H2026.

ARMIYO

For 1H2026, the *ARMIYO* brand's business achieved rapid development, with its core product, Artemisia Annua Redness-Relief Stick (青蒿修紅棒) serving as the principal source of growth for the brand. During the same period, the newly launched Artemisia Annua Radiance Oil (青蒿凝光油) achieved favorable market performance, further expanding the brand's product matrix and contributing to the overall revenue growth.

The *ARMIYO* brand achieved synergistic development across multiple platforms and recorded business growth on mainstream e-commerce platforms such as Douyin, Tmall, JD and Pinduoduo. In 1H2026, *ARMIYO* maintained leading rankings in the facial essence and facial essence oil categories on the Tmall and Douyin platforms. During 1H2026, the brand's industry influence and professional recognition were continuously enhanced. It was successively awarded the Rising Star in Beauty and Skincare (美容護膚增長新勢力品牌) by Douyin and the Emerging Brand of the Year (年度新銳品牌) by JD. Its core product, the Artemisia Annua Redness-Relief Stick (青蒿修紅棒), also won the Golden Plant Award – Plant-Derived Technology Ingredient Award (金植獎－植萃科技成分獎) from Beauty Headlines (美妝頭條).

In 1H2026, Artemisia Annua Oil AN+ continued to strengthen its R&D and brand moats. Its core active ingredient, Artemisia annua volatile oil, has completed a high-standard single-centre prospective clinical trial. Relevant study findings were presented at the Annual Meeting of the Chinese Society of Dermatology, providing formal evidence-based medical substantiation for the product's efficacy in sensitive skin barrier repair.

In 1H2026, the R&D achievements of Artemisia Annua Oil AN+ received widespread industry recognition. During the year, it was successively conferred the following honours: "Top 10 Outstanding Chinese Raw Materials" (了不起的中國原料 Top 10), "China Good Formula – Repair Essence of the Year" (中國好配方年度修護精華), "Ringier Technology Innovation Award" (榮格技術創新獎) and "2026 ICIC Technological Innovation Soothing Product Award" (2026 ICIC 科技創新舒緩產品獎). It was also selected for the innovative ingredients list in the Blue Book of Scientific Research Achievements of Cosmetics in China (《中國化妝品科研成果藍皮書》).

On the fourth anniversary of its establishment, *ARMIYO* has completed the upgrade of its user operation framework. Through celebrity endorsement partnerships and user co-creation initiatives, the brand has further consolidated its market positioning as a professional sensitive skin repair specialist, and continuously reinforced recognition and trust among its core consumer base.

The revenue generated from *ARMIYO* in 1H2026 was RMB139.5 million, representing an increase of 89.3% as compared to that of 1H2025, and accounting for 3.7% of our total revenue for 1H2026.

Baby Elephant

We launched *Baby Elephant* in 2015. With "Making growing up safer" as its core, it is positioned as a professional maternity and childcare brand that suits the skin of Chinese babies and children to accompany each baby during its happy and healthy growth.

For 1H2026, the brand continued to deeply engage in scientific research and innovation and category iteration, strengthened the research and development of core ingredients, and enriched its product matrix. Targeting the segmented skincare needs of infants and children, the brand successively launched innovative products such as single-use baby creams and multi-action shampoos, precisely covering the diversified care scenarios for infants and children.

In terms of brand marketing, *Baby Elephant* focused on core marketing periods and conducted scenario-based brand operations to deepen its emotional connection with users. During 1H2026, the brand implemented themed brand campaigns during key events such as the Spring Festival and the Children's Day. By collaborating with intangible cultural heritage and upgrading its core makeup products, the brand continuously conveyed its brand warmth, further consolidated its emotional connection with consumers, and enhanced users' brand recognition.

During 1H2026, the brand received numerous authoritative industry certifications and awards. Among these, the brand's innovative single-use baby cream was certified as the "Pioneer of Single-Use Baby Cream (嬰童次拋乳霜首創者)" by iResearch (艾瑞諮詢), and the children's makeup gift box won the "Most Emotional Value Award (最具情緒價值獎項)" under the Tmall Golden Baby Award (天貓金嬰獎). Meanwhile, *Baby Elephant* was successfully shortlisted for the "2025 China's Famous Consumer Products List (2025年度中國消費名品名單)" issued by the Ministry of Industry and Information Technology of the PRC, demonstrating a continuous enhancement of its brand credibility and industry influence.

In terms of financial performance, the revenue generated from *Baby Elephant* in 1H2026 was RMB112.7 million.

Other Brands

To meet the increased demands for high-quality products from consumers, we have a multi-brand layout in multiple categories. In the skincare category, we launched *ATISER* (聚光白), a professional-grade efficacy skincare brand focused on brightening and anti-ageing. In the maternity and childcare category, we launched *Anpanman* (麵包超人), a brand licensed to bearing the same name with the well-known IP; we are also preparing to launch the brand *Cui Yutao* (崔玉濤) based on a physician IP, as well as the brand *Guardian of Light Ultraman* that was licensed to bearing the same name with the well-known IP. In the wash&care category, we launched a wash&care brand *KYOCA*, which is committed to strengthening hair and scalp decompression. We are also preparing to launch an eponymous brand *Hello Kitty*, which is licensed to use the well-known IP, with products covering the mass-market skin care, wash&care and personal care, and makeup product lines. In addition, we are also developing more new brands.

Research and Development

R&D Strategy and Forward-looking Layout

For 1H2026, focusing on long-term high-quality development, the Group further upgraded its R&D strategic system and established its scientific research direction for the next five years as "advancing health and beauty with AI through skin system science". Taking skin system science as its underlying methodology, the Group has developed an overall R&D framework of "One Core, Three Disciplines and Four Engines" (一核三學科四引擎). Within this framework, the Group has focused on three frontier scientific areas, namely photobiology, neurobiology and ageing biology, while continuing to promote the integrated development of fundamental research, raw material innovation, applied technology and medical translation. Over the next five years, the Group will continue to invest in new targets, new molecules, new raw materials, new technologies and new products, continuously accumulating core technological assets that are reusable across brands, product categories and product life cycles.

The Group continued to strengthen the development of the Scientific Chicmax Committee (SCC). During 1H2026, Professor Zheng Zhizhong (鄭志忠), a dermatology expert, joined the SCC to jointly provide professional support to the Group in clinical dermatology, efficacy evaluation, medical translation and active peptide research alongside core experts such as Karl Lintner, an international expert in the field of peptides, further strengthening an open scientific research ecosystem that synergizes corporate R&D, global scientists, clinical medicine and industrial translation.

During 1H2026, the Group continued to increase its investment in fundamental scientific research innovation. It systematically advanced breakthroughs in basic research, the development of the collaborative innovation system of "Industry-University-Research-Medicine", and the strategic layout of intellectual property rights, thereby consolidating the underlying foundation of technological innovation.

In terms of scientific research innovation and intellectual property rights layout, the Group advanced the construction of an AI supercomputing peptide database, driving the upgrade of its R&D model from traditional empirical screening to AI-assisted generative discovery. During 1H2026, the Group newly applied for 30 patents, including 26 invention patents, and was granted 22 new patents, including 11 invention patents, forming multiple technological reserves primarily in technical directions such as naturally-derived peptides, bicyclic peptides, and anti-glycation peptides. The Group established a complete closed-loop R&D process encompassing "AI algorithm design-molecular structure innovation-proprietary synthesis process-efficacy validation," further strengthening its independent innovation capabilities and technological barriers in the field of next-generation functional peptides.

In respect of industry-academia-research-medicine collaboration, the Group has jointly established a research workstation with Zhejiang University, which has been accredited as an Academician Expert Workstation in Shanghai and aims to conduct delivery technology research; *KANS* and World Leader (世領製藥) have jointly established the Targeted Delivery Technology Joint Laboratory (靶向遞送技術聯合實驗室); the Group has jointly established the Asia-Pacific Vernix Caseosa Ceramide Innovation Laboratory (亞太區胎脂神經酰胺創新實驗室) with CRODA (禾大 CRODA), to promote the application and commercialisation of skincare technologies for babies and children.

Academic Achievements

In respect of academic output, during 1H2026, the Group published two academic papers in international journals, and nine academic posters were selected for presentation at authoritative domestic and international academic conferences, including the Annual Meeting of the Chinese Society of Dermatology (CSD), the Annual Meeting of the Society for Investigative Dermatology (SID) and the World Congress for Hair Research (WCHR).

Industry Standards

In respect of the development of industry standards, during 1H2026, the Group continued to participate in the standardisation initiatives of the cosmetics industry, covering various areas including efficacy evaluation, safety assessment, evaluation of innovative raw materials, and the development of industry norms. The Group also participated in the formulation of the first domestic Guidelines for the Evaluation of Non-Animal Testing Cosmetics (非動物試驗化妝品評價指南), facilitating the establishment of a scientific, standardised and sustainable cosmetics evaluation system that is in line with international standards.

Employees and Remuneration Policy

As at 30 June 2026, we had 2,926 full-time employees, of whom 2,774 full-time employees were based in the PRC and 152 full-time employees were based overseas. The total remuneration cost for 1H2026 was RMB523.7 million, as compared to RMB369.9 million for 1H2025. The increase of remuneration costs was primarily attributable to the Group's continued investment in talent based on its strategic layout.

The Group continues to recruit employees through diversified channels, including campus recruitment, job fairs, professional recruitment agencies, and internal and external referrals, and continuously optimizes its talent acquisition strategy to meet the needs of business development. We adhere to the principle of equal opportunity in all employment practices and have formulated relevant policies and procedures, including the continuous application of a professional candidate competency assessment framework, to ensure objectivity, fairness, and consistency in the selection process, as well as to maintain standardized and orderly recruitment and hiring processes. As a core component of its talent retention strategy, the Group provides employees with competitive remuneration, insurance coverage and other welfare benefits, and performance-linked incentive arrangements. Furthermore, equity incentive or share award schemes are adopted for outstanding employees to strengthen the alignment of long-term interests between the employees and the Group and to promote mutual development.

The Group attaches great importance to the development of employee training and career development system. All newly recruited employees are required to complete a structured onboarding training program covering corporate culture, business operations, and industry knowledge, to accelerate their integration into the Company and enhance their role competency. We regularly provide our employees with tailored internal training courses based on business needs and job characteristics, and arrange for their participation in third-party professional training programs, in order to continuously enhance their professional and technical capabilities as well as digital literacy. Meanwhile, the Group provides advanced management and leadership training for employees with demonstrated management potential, to support them in progressively assuming management responsibilities and enable a smooth transition from specialist professional roles to management positions. The Group also maintains ongoing focus on the diversified development of its workforce and is committed to fostering an inclusive and sustainable workplace environment.

Capital Expenditures

The Group's capital expenditure of RMB208.7 million for 1H2026 was mainly related to the new items of property, plant and equipment amounting to RMB207.9 million, and other intangible assets amounting to RMB0.8 million.

Right-of-use Assets and Lease Liability

The right-of-use assets and lease liabilities are located in the PRC and overseas. As at 30 June 2026, the Group's right-of-use assets were RMB457.4 million (RMB480.8 million as at 31 December 2025) and its lease liabilities were RMB334.9 million (RMB342.1 million as at 31 December 2025). For 1H2026, depreciation charges of right-of-use assets amounted to RMB23.5 million and interest charges of lease liabilities amounted to RMB6.2 million.

OUTLOOK

We are committed to our "six-six" strategy to promote overall business growth through six main competitive aspects and the planning of six major sectors in order to support sustainable development of the Group.

Six main competitive aspects:

1. ***Maintain organization-driven leadership and support sustainable development of the Group with talents***

   We believe that talents with excellent management or technical skills are our valuable assets, the impetus of providing customers with products of continuous innovation and high quality, and the necessary condition for the achievement of a multi-brand cosmetics group. Implementing our corporate values of "Diversity, Optimism, Innovation and Legacy", we plan to continuously improve our corporate structure and corporate culture to attract talents.

   We will continue to focus on improving our recruitment and training system to recruit talents with an international perspective, such as graduates from prestigious schools such as the world's first-class universities and disciplines and the QS200. By establishing joint training projects in cooperation with universities, we can more effectively identify suitable talents. In order to remain competitive in the recruitment market, we strive to provide industry-leading salary and welfare systems and open up promotion channels, forming a scientific talent selection and incentive mechanism. In addition, we will implement job rotation and duty rotation for our employees to promote the all-rounder employee model, and prevent solidification of hierarchy. By leveraging a flat and effective management system, we encourage employees at the primary level to give play to their creativity, and maintain the enthusiasm and stability of management and technical staff. We aim to build up corporate culture and team atmosphere among employees to enhance their sense of belonging, and a talent training system for our employees to achieve their personal growth and to support the operation and development of multiple brands of the Group.

2. ***Maintain R&D leadership, continue to invest in R&D to drive product innovations and make popular products enjoyed by our consumers***

Leveraging our advanced R&D and production capabilities in the PRC and overseas, we will increase investments in fundamental research projects on trendy core ingredients in the skincare area such as anti-aging technology and skin barrier repairing technology, including development on new raw materials, new technologies, and new formulas; and investments in applied science projects including application of the raw materials and formulas, and improving the overall skin feel of consumers. We have now established an independent scientific research system of Chicmax, with the aim of breaking down international scientific research barriers. We will continue to conduct pilot projects for new brands and new products to improve consumer experience and meet diverse consumer demands, and ultimately create more growth opportunities.

3. ***Artificial intelligence (AI) leadership: introduce AI empowered management tools to improve the Group's management and operation efficiency***

We introduce leading AI empowered tools which will be used to intelligently process large volumes of data and information to conduct intelligent data analysis and prediction, providing data to support decision-making, further optimising the allocation and utilization of resources, and thus improving the Group's management and operation efficiency, innovation capabilities and competitiveness.

4. ***Maintain marketing leadership and continue to enhance and expand products marketing networks to penetrate users and build a consumer-centric mindset***

We will make full use of our advantageous resources and adopt stronger and more effective competitive strategies and marketing tools to increase the breadth and depth of our sales channels and in particular, to further deepen the marketing and promotion of our online e-commerce platforms and the offline omnichannel strategy. In addition to continuing to maintain and enhance *KANS's* leading position in the *Douyin* channel and driving more of the Group's brands to achieve breakthroughs in *Douyin*, we aim to achieve better development on platforms such as *Tmall/Taobao*, *JD* and *Kuaishou*.

5. ***Maintain intelligent production leadership and accelerate the Group's intelligent production to enhance the production efficiency and standardized product quality***

We will continue to design and establish the direction and plan of the Group's intelligent transformation in conjunction with our practical production and operation, comprehensively applying the artificial intelligence and other technologies to build and refine intelligent production lines to increase the production efficiency and improve standardized product quality of the Group.

6. ***Promote the Group's strategies from "personalization" development to "generality" development and drive development with platforms to further expand our business***

We aim to achieve development of our business by diversified cooperation with our talents and business partners. We are committed to gathering talents and providing them with a broad platform to assist them in achieving their development. We will continue to strengthen cooperation with multiple partners to build a brand incubation platform and to continuously cultivate breakthroughs in various aspects of our business.

Planning of six major sectors:

Based on our existing multi-brand matrix, we will have a broader strategic layout in the next decade in building six major sectors of mass skin care, maternal, baby & teenagers skin care, cleansing and personal care, makeup, dermocosmetics and premium skin care, hence expanding our business boundaries in the cosmetics industry.

Looking forward, we are committed to conveying Chinese branding power to the world and promoting the brand image of Chinese domestic cosmetics products. Through developing our R&D capabilities, human resources and organizing capacities, business presence and brand awareness, we aim to become a world-class cosmetics group.

FINANCIAL REVIEW

Revenue

We generated revenue primarily from the manufacture and sale of cosmetic products. Revenue of the Group in 1H2026 was RMB3,756.5 million, representing a decrease of 8.6% as compared to RMB4,108.0 million in 1H2025, owing to the decreased revenue generated from *KANS*, one of the Group's major brands.

Revenue by brands

	Six months ended 30 June			
	2026		2025	
	Amount	**% of Revenue Amount**	Amount	% of Revenue Amount
	(RMB in millions, except percentages)			
	(Unaudited)		*(Unaudited)*	
KANS	**2,661.4**	**70.8**	3,344.0	81.4
newpage	**635.2**	**16.9**	397.3	9.6
ARMIYO	**139.5**	**3.7**	73.7	1.8
Baby Elephant	**112.7**	**3.0**	159.0	3.9
Other brands*(Note)*	**207.7**	**5.6**	134.0	3.3
Total	**3,756.5**	**100.0**	4,108.0	100.0

Note: Other brands primarily consist of KYOCA, oneleaf, etc.

The Group's revenue attributable to *KANS* was RMB2,661.4 million in 1H2026, representing a decrease of 20.4% as compared to RMB3,344.0 million in 1H2025, primarily due to a decline in sales revenue as a result of the impact of periodic market factors.

The Group's revenue attributable to *newpage* was RMB635.2 million in 1H2026, representing an increase of 59.9% as compared to RMB397.3 million in 1H2025, primarily due to *newpage*'s further consolidation of its market position in infants and children efficacy skincare and breakthroughs in the adolescent and school-age care categories, thereby effectively broadening the brand's consumer base and driving rapid and sustained growth in its sales scale.

The Group's revenue attributable to *ARMIYO* was RMB139.5 million in 1H2026, representing an increase of 89.3% as compared to RMB73.7 million in 1H2025, primarily because it continued to deepen its layouts in the sensitive skin care segment, and enhanced its brand awareness, product matrix and channel capabilities at the same time, driving rapid growth in its sales scale.

The Group's revenue attributable to *Baby Elephant* was RMB112.7 million in 1H2026, representing a decrease of 29.1% as compared to RMB159.0 million in 1H2025, primarily due to the decrease of sales revenue as the brand was in a restructuring phase.

Revenue by sales channel

	Six months ended 30 June			
	2026		2025	
	Amount	**% of Revenue Amount**	Amount	% of Revenue Amount
	(RMB in millions, except percentages)			
	(Unaudited)		*(Unaudited)*	
Online channels	**3,535.6**	**94.1**	3,808.7	92.7
Offline channels	**176.5**	**4.7**	268.8	6.5
Others	**44.4**	**1.2**	30.5	0.8
Total	**3,756.5**	**100.0**	4,108.0	100.0

The Group's revenue attributable to online sales was RMB3,535.6 million in 1H2026, representing a decrease of 7.2% as compared to RMB3,808.7 million in 1H2025, primarily due to a decline in sales revenue from *KANS* , which accounted for a relatively high proportion of the Group's online revenue.

The Group's revenue attributable to offline sales was RMB176.5 million in 1H2026, representing a decrease of 34.3% as compared to RMB268.8 million in 1H2025, primarily because in response to changes in offline business formats, the Group has continued to explore new directions to enhance interaction and engagement with consumers. During the first half of the year, the new business models had not yet generated breakthrough growth.

Revenue by categories

	Six months ended 30 June			
	2026		2025	
	Amount	**% of Revenue Amount**	Amount	% of Revenue Amount
	(RMB in millions, except percentages)			
	(Unaudited)		*(Unaudited)*	
Skin care	**2,477.7**	**66.0**	3,423.9	83.3
Maternity and childcare	**748.2**	**19.9**	556.7	13.6
Others	**530.6**	**14.1**	127.4	3.1
Total	**3,756.5**	**100.0**	4,108.0	100.0

The Group's revenue attributable to skin care was RMB2,477.7 million in 1H2026, representing a decrease of 27.6% as compared to RMB3,423.9 million in 1H2025, primarily due to the decline in sales revenue of *KANS*, the Group's principal skincare brand.

The Group's revenue attributable to maternity and childcare was RMB748.2 million in 1H2026, representing an increase of 34.4% as compared to RMB556.7 million in 1H2025, primarily due to the increase in revenue generated from *newpage*.

Gross Profit and Gross Profit Margin

The Group's gross profit was RMB2,881.5 million in 1H2026, representing a decrease of 7.1% as compared to RMB3,102.4 million in 1H2025. Our gross profit margins were 76.7% and 75.5% in 1H2026 and 1H2025, respectively, representing an increase of 1.2% in gross profit margin.

Other Income and Gains

The Group's other income and gains decreased from RMB179.5 million in 1H2025 to RMB149.5 million in 1H2026, primarily due to the decrease in the investment gains from financial assets as fair value through profit or loss.

Selling and Distribution Expenses

The Group's selling and distribution expenses as a percentage of the Group's revenue was 66.1% in 1H2026, representing an increase as compared with 56.9% in 1H2025. The selling and distribution expenses were RMB2,481.4 million in 1H2026, representing an increase of 6.2% from RMB2,336.8 million in 1H2025. This was primarily due to increased investments in brand development and employee expenses driven by the Company's actual operational needs.

Administrative Expenses

The Group's administrative expenses were RMB181.7 million in 1H2026, representing an increase of 18.9% as compared to RMB152.8 million in 1H2025. Administrative expenses mainly comprised employee benefits expenses (including directors' emoluments) of RMB70.5 million, profession and consulting fees of RMB7.4 million, depreciation and amortisation charges of RMB26.5 million and office, utility expense of RMB66.7 million and others of RMB10.6 million in 1H2026.

Research and Development Costs

The Group's R&D costs were RMB140.6 million in 1H2026, representing an increase of 36.4% as compared to RMB103.1 million in 1H2025, primarily due to the further investment in R&D activities of the Company based on its long-term strategic layouts.

Impairment Losses on Financial Assets, net

The Group's reversal of impairment losses on financial asset, net were income of RMB6.0 million in 1H2026, while were loss of RMB3.2 million in 1H2025, primarily due to the decrease in provision for bad debts in respect of trade receivables.

Other Expenses

The Group's other expenses were RMB66.9 million in 1H2026, representing an increase of 255.9% as compared to RMB18.8 million in 1H2025, primarily due to increases in losses of changes of fair value from financial assets as fair value through profit or loss.

Finance Costs

The Group's finance costs were RMB9.4 million in 1H2026, representing an increase of 235.7% as compared to RMB2.8 million in 1H2025, primarily due to the increase in the interest on lease liabilities.

Income Tax Expense

The Group's income tax expense were RMB30.6 million in 1H2026, representing a decrease as compared to RMB109.5 million in 1H2025, primarily due to the decrease of profit before tax.

Profit for the first half Year

In summary, our profit for the period was RMB125.7 million and RMB555.6 million in 1H2026 and 1H2025, respectively.

Liquidity and Capital Resources

Cash generated from operating activities of the Group in 1H2026 was approximately RMB312.5 million, compared with RMB385.6 million which were generated in 1H2025. As of 30 June 2026, the Group had cash and cash equivalents of approximately RMB686.0 million and external bank borrowings of approximately RMB361.0 million; whereas as at 31 December 2025, the Group had cash and cash equivalents of approximately RMB802.3 million and external bank borrowings of approximately RMB290.1 million.

In terms of gearing, the Group's debt to asset ratios (defined as total liabilities divided by total assets) as at 30 June 2026 and 31 December 2025 were 40.7% and 42.1%, respectively. The current ratios of the Group (defined as current assets divided by current liabilities) as at 30 June 2026 and 31 December 2025 were 1.9 times and 1.8 times respectively. The Group's gearing ratios (defined as total interest-bearing bank and other borrowings and lease liabilities divided by total equity) as at 30 June 2026 and 31 December 2025 were 25.9% and 22.0%, respectively. As at 30 June 2026, the Group had no material contingent liabilities, other than those disclosed in its consolidated financial statements and the notes thereto. With the cash and bank balances in hand, the Group's liquidity position remains strong to meet its working capital requirements.

As at 30 June 2026, the Group's interest-bearing bank and other borrowings comprised bank loans of RMB361.0 million at effective interest rates of 0.85% to 2.73% per annum, representing an increase of 24.4% from RMB290.1 million as at 31 December 2025, primarily due to the additional fixed asset loans for the construction of new factories of the Group.

Prepayments, other receivables and other assets

As at 30 June 2026, the Group's prepayments, other receivables and other assets were RMB1,051.3 million, representing a decrease of 18.6% from RMB1,291.7 million as at 31 December 2025.

Pledge of Assets

As at 30 June 2026, the Group's secured long-term bank borrowings were pledged by right-of-use assets in respect of leasehold land with a carrying amount of RMB63.6 million (as at 31 December 2025: nil).

As at 30 June 2026, the amount of the Group's letter of credit guarantee deposits and bank guarantee deposits was RMB5.0 million (as at 31 December 2025: RMB7.1 million).

Significant Investments, Material Acquisitions and Disposals of Subsidiaries, Associates and Joint Ventures

As of 30 June 2026, the Group did not hold any significant investments. The Group did not make any significant investments, material acquisitions or disposals of subsidiaries, associates and joint ventures during 1H2026.

Treasury Policies and Exposure to Fluctuations in Exchange Rates

The Group's operations are mainly carried out in the PRC, with most transactions settled in Renminbi, and the reporting currency of the Group is Renminbi. The Group's subsidiaries in Hong Kong and overseas use local currencies as their functional currencies, including US dollar, Hong Kong dollar, Singapore dollar, Japanese yen, Indonesian Rupiah and Vietnamese Dong. The Group has a partial amount of cash and bank deposits denominated in US dollar, Hong Kong dollar, Singapore dollar, Japanese yen, Indonesian Rupiah and Vietnamese Dong. The Group continues to adopt a conservative approach in its foreign exchange exposure management. For 1H2026, the Group did not have a foreign currency hedging policy in respect of foreign currency transactions, assets and liabilities. The Group reviews its foreign exchange risks periodically and uses derivative financial instruments to hedge against such risks when necessary.

FINANCIAL INFORMATION

The Board announces the consolidated interim results of the Group for the six months ended 30 June 2026, with comparative figures for the six months ended 30 June 2025, as follows:

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

For the six months ended 30 June 2026

	Notes	**2026**	2025
		(Unaudited)	*(Unaudited)*
		RMB'000	*RMB'000*
Revenue	*2*	**3,756,467**	4,108,001
Cost of sales		**(874,955)**	(1,005,577)
Gross profit		**2,881,512**	3,102,424
Other income and gains		**149,490**	179,473
Selling and distribution expenses		**(2,481,369)**	(2,336,808)
Administrative expenses		**(181,679)**	(152,814)
Research and development costs		**(140,573)**	(103,136)
Reversal of impairment losses/(impairment losses)		**6,021**	(3,194)
Other expenses		**(66,913)**	(18,793)
Finance costs		**(9,430)**	(2,800)
Share of profits and losses of associates		**(833)**	797
PROFIT BEFORE TAX	*3*	**156,226**	665,149
Income tax expense	*4*	**(30,555)**	(109,549)
PROFIT FOR THE PERIOD		**125,671**	555,600
Attributable to:			
Owners of the parent		**108,179**	524,156
Non-controlling interests		**17,492**	31,444
		125,671	555,600
EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT			
Basic and diluted			
– For profit for the period	*6*	**RMB0.27**	RMB1.32

INTERIM CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2026

	2026	2025
	(Unaudited)	*(Unaudited)*
	RMB'000	*RMB'000*
PROFIT FOR THE PERIOD	**125,671**	555,600
OTHER COMPREHENSIVE (LOSS)/INCOME		
Other comprehensive (loss)/income that may be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of foreign operations	**(17,601)**	9,000
Net other comprehensive (loss)/income that may be reclassified to profit or loss in subsequent periods	**(17,601)**	9,000
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	**108,070**	564,600
Attributable to:		
Owners of the parent	**90,578**	533,156
Non-controlling interests	**17,492**	31,444
	108,070	564,600

INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION
30 June 2026

	Notes	**30 June 2026** **(Unaudited)** ***RMB'000***	31 December 2025 *(Audited)* *RMB'000*
NON-CURRENT ASSETS			
Property, plant and equipment		**1,007,026**	928,487
Investment properties		**5,008**	5,623
Prepayments, other receivables and other assets		**102,150**	106,298
Right-of-use assets		**457,359**	480,847
Other intangible assets		**28,332**	30,090
Investments in associates		**159,282**	159,115
Deferred tax assets		**122,455**	94,916
Total non-current assets		**1,881,612**	1,805,376
CURRENT ASSETS			
Inventories		**607,468**	652,933
Trade and bills receivables	*7*	**246,719**	365,845
Prepayments, other receivables and other assets		**949,166**	1,185,383
Financial assets at fair value through profit or loss		**146,866**	148,383
Pledged deposits		**5,001**	7,112
Cash and cash equivalents		**686,038**	802,308
Total current assets		**2,641,258**	3,161,964
CURRENT LIABILITIES			
Trade payables	*8*	**403,083**	678,323
Other payables and accruals		**562,193**	559,374
Interest-bearing bank and other borrowings		**299,900**	290,064
Lease liabilities		**26,909**	17,159
Tax payable		**117,361**	164,416
Total current liabilities		**1,409,446**	1,709,336
NET CURRENT ASSETS		**1,231,812**	1,452,628
TOTAL ASSETS LESS CURRENT LIABILITIES		**3,113,424**	3,258,004

INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION
(CONTINUED)
30 June 2026

	Note	**30 June 2026 *(Unaudited)* *RMB'000***	31 December 2025 *(Audited)* *RMB'000*
NON-CURRENT LIABILITIES			
Interest-bearing bank and other borrowings		**61,141**	–
Lease liabilities		**308,022**	324,978
Other payables		**41,978**	37,314
Deferred tax liabilities		**18,069**	21,208
Total non-current liabilities		**429,210**	383,500
Net assets		**2,684,214**	2,874,504
EQUITY			
Equity attributable to owners of the parent			
Share capital		**398,128**	398,107
Reserves		**2,161,320**	2,370,050
		2,559,448	2,768,157
Non-controlling interests		**124,766**	106,347
Total equity		**2,684,214**	2,874,504

1. BASIS OF PREPARATION

The interim condensed consolidated financial information for the six months ended 30 June 2026 has been prepared in accordance with IAS 34 *Interim Financial Reporting*. The interim condensed consolidated financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual consolidated financial statements for the year ended 31 December 2025.

2. REVENUE

An analysis of revenue is as follows:

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Revenue from contracts with customers		
Sales of goods	**3,754,424**	4,104,861
Transportation services	**2,043**	3,140
Total	**3,756,467**	4,108,001

Disaggregated revenue information for revenue from contracts with customers

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Types of goods or services		
Sales of goods	**3,754,424**	4,104,861
Transportation services	**2,043**	3,140
Total	**3,756,467**	4,108,001
Geographical markets		
Chinese Mainland	**3,701,792**	4,086,696
Other countries/regions	**54,675**	21,305
Total	**3,756,467**	4,108,001
Timing of revenue recognition		
Goods transferred at a point in time	**3,754,424**	4,104,861
Services transferred over time	**2,043**	3,140
Total	**3,756,467**	4,108,001

3. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging/(crediting):

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Cost of inventories sold*	**874,955**	1,005,577
Depreciation of property, plant and equipment	**107,265**	44,198
Depreciation of right-of-use assets	**23,488**	18,529
Amortisation of intangible assets	**2,363**	1,361
Employee benefit expense (including directors' and chief executive's remuneration):		
Wages and salaries	**404,040**	284,850
Pension scheme contributions, social welfare and other welfare	**94,739**	64,565
Share-based compensation expense	**1,169**	3,584
Total	**499,948**	352,999
Foreign exchange differences	**7,337**	1,712
Marketing and promotion expenses	**2,084,726**	2,069,112
Inventory impairment and scrap	**2,852**	14,925
Interest expense	**9,430**	2,800
(Reversal of impairment losses)/impairment losses	**(6,021)**	3,194
(Gain)/loss on disposal of items of property, plant, and equipment	**(1,663)**	1,147
Gain on disposal of subsidiaries	**(1,062)**	–
Fair value losses/(gains) on financial assets at fair value through profit or loss, net	**41,247**	(28,333)

* Cost of inventories sold includes expenses relating to depreciation of property, plant and equipment, depreciation of right-of-use assets and employee benefit expense, which are also included in the respective total amounts disclosed separately above for each of these types of expenses.

4. INCOME TAX

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Current – the People's Republic of China ("PRC")	**60,632**	88,386
Current – other jurisdictions	**601**	1,233
Deferred tax	**(30,678)**	19,930
Total tax charge for the period	**30,555**	109,549

The Group is subject to income tax on an entity basis on profits arising in or derived from the jurisdictions in which members of the Group are domiciled and operate.

PRC Corporate Income Tax

Under the Law of the PRC on Enterprise Income Tax (the "EIT Law") and Implementation Regulation of the EIT Law, the EIT rate for the PRC subsidiaries is 25% unless they are subject to tax exemptions set out below.

Shanghai Zhongyi Daily Chemical Co., Ltd. was accredited as an "Advanced Technology Enterprise" from 2024 to 2026, and therefore Shanghai Zhongyi Daily Chemical Co., Ltd. was entitled to a preferential EIT rate of 15% for the period. This qualification is subject to review by the relevant tax authority in the PRC every three years.

Certain of the Group's PRC subsidiaries are qualified as small and micro enterprises and are entitled to a preferential corporate income tax rate of 20% during the period.

Certain of the Group's PRC subsidiaries are qualified as established in certain area are entitled to a preferential corporate income tax rate of 15% during the period.

5. DIVIDENDS

No interim dividend declared by the company during the period (30 June 2025: RMB0.50 per ordinary share, amounting to a total of approximately RMB199 million).

6. EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic earnings per share amount is based on the profit for the period attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares of 398,123,107 (six months ended 30 June 2025: 398,025,197) outstanding during the period.

The Group had no potentially dilutive shares outstanding during the periods ended 30 June 2026 and 2025.

The calculation of basic earnings per share is based on:

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Earnings		
Profit attributable to ordinary equity holders of the parent, used in the basic earnings per share calculation	**108,179**	524,156

	Number of shares for the six months ended 30 June	
	2026	2025
Shares		
Weighted average number of ordinary shares outstanding during the period used in the basic earnings per share calculation	**398,123,107**	398,025,197

7. TRADE AND BILLS RECEIVABLES

An ageing analysis of the trade and bills receivables as at the end of the reporting period, based on the invoice date and net of loss allowance, is as follows:

	30 June 2026	31 December 2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Audited)*
Within 1 year	**226,536**	323,034
Over 1 year	**20,183**	42,811
Total	**246,719**	365,845

8. TRADE PAYABLES

An ageing analysis of the trade payables as at the end of the reporting period, based on the invoice date, is as follows:

	30 June 2026	31 December 2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Audited)*
Within 1 year	**396,496**	675,242
Over 1 year	**6,587**	3,081
Total	**403,083**	678,323

CORPORATE GOVERNANCE AND OTHER INFORMATION

Compliance with the Corporate Governance Code

The Company recognizes the importance of good corporate governance for enhancing the management of the Company as well as preserving the interests of the shareholders of the Company as a whole. During 1H2026, the Company has adopted corporate governance practices based on the principles and code provisions listed in the Corporate Governance Code (the "**CG Code**") as set out in Appendix C1 to the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**") as its corporate governance practices.

The Board is of the view that during 1H2026, the Company has complied with all the applicable provisions as set out in the CG Code, except for Code Provision C.2.1 described below. The Board will continue to review and monitor its corporate governance practices to ensure compliance and alignment with the latest measures and standards set out in the new CG Code.

Code Provision C.2.1 of the CG Code states that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual. Mr. Lyu Yixiong is both the chairman of the Board and the chief executive officer of the Company. Notwithstanding the deviation from Code Provision C.2.1 of the CG Code, given Mr. Lyu Yixiong's extensive knowledge and experience of the Group's business, the Board considers that vesting the roles of both chairman of the Board and chief executive officer of the Company in the same person brings the benefit of ensuring consistent leadership within the Group and enabling more effective and efficient overall strategic planning for the Group. The Board believes that the balance of power and authority for the present arrangement will not be impaired and this structure will enable the Company to make and implement decisions promptly and efficiently.

The Board will nevertheless continue to review the structure from time to time and consider taking appropriate measures when appropriate.

Compliance with the Model Code

During 1H2026, the Company has adopted the Model Code (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as its code of conduct regarding dealings in the securities of the Company by the Directors, and the Group's employees who, because of his/her office or employment, are likely to possess inside information in relation to the Group or the Company's securities. Specific enquiries have been made to all Directors and the Directors have confirmed that they have complied with the Model Code during 1H2026.

No incident of non-compliance with the Model Code by the employees was noted by the Company for 1H2026.

Purchase, Sale or Redemption of Listed Securities

During 1H2026, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities (including sale of treasury shares). As of 30 June 2026, the Company did not hold any treasury shares.

Material Litigation

The Company was not involved in any material litigation or arbitration during 1H2026. The Directors are also not aware of any material litigation or claims that were pending or threatened against the Group during 1H2026.

Use of Proceeds from the Global Offering

The H shares of the Company (the "**Share(s)**") were listed on the Main Board of the Stock Exchange on 22 December 2022 (the "**Listing Date**") with net proceeds received by the Company from the global offering of the H shares (the "**Global Offering**") in the amount of approximately HKD859.7 million*[(1)]* after deducting underwriting commissions and all related expenses. The following table sets forth the Company's use of the proceeds from the Listing and the planned timetable as at 30 June 2026:

	Approximate percentage of the total net proceeds	Net proceeds from the Global Offering *(HKD million)*	Remaining net proceeds as of 31 December 2025 *(HKD million)*	Utilised amount during 1H2026 *(HKD million)*	Remaining net proceeds as of 30 June 2026 *(HKD million)*	Expected time to utilize the remaining net proceeds in full
Branding activities to continue to enhance the brand image and raise brand awareness of our existing brands, as well as to establish the brand images of our new brands	32.0%	275.5	0.4	0.0	0.4	By 31 December 2026
Enhancing our R&D capabilities by strengthening our fundamental research and product development, to maintain the continuous innovation of our brands	12.2%	104.9	0.0	0.0	0.0	Fully Utilized
Strengthen our production and supply chain capabilities, mainly involving the renovation of our production facilities, upgrading our automation equipment, and the expansion of production capacities in the Fengxian Plant	19.8%	170.6	23.8	0.0	23.8	By 31 December 2026[(2)]
Increasing the breadth and depth of our sales networks to enhance the penetration of our products	18.0%	154.5	0.0	0.0	0.0	Fully Utilized
Enhancing our digitization and information infrastructure	8.0%	69.2	54.2	0.0	54.2	By 31 December 2026[(2)]
Working capital and other general corporate purposes	9.9%	85.1	0.0	0.0	0.0	Fully Utilized
Total	100%	859.7	78.3	0.0	78.3	

Notes:

(1) The total net proceeds of approximately HKD859.7 million include approximately HKD835.1 million from the Global Offering in December 2022 and approximately HKD24.6 million from the partial exercise of the over-allotment option in January 2023 as disclosed in the announcement of the Company dated 16 January 2023.

(2) Any discrepancies in the above table between the total shown and the sum of the amounts listed are due to rounding.

The expected timeline is based on the best estimate of future market conditions and business operations made by the Company currently, and will be subject to change based on future development of market conditions and actual business needs.

Future Plans for Material Investments and Capital Assets

Save as disclosed in the aforementioned section headed "Use of proceeds from the Global Offering" in this announcement, the Group has no plan for material investments and capital assets as defined in the Listing Rules as at the date of this announcement.

Audit Committee

The audit committee of the Board (the "**Audit Committee**") comprises three independent non-executive Directors, namely Mr. Leung Ho Sun Wilson, Ms. Luo Yan (羅妍) and Mr. Li Yang. The chairman of the Audit Committee is Mr. Leung Ho Sun Wilson.

The Audit Committee has reviewed the unaudited consolidated interim results of the Group for 1H2026 with the management and the auditor of the Company. The Audit Committee considered that the unaudited consolidated interim results of the Group for 1H2026 are in compliance with the applicable accounting standards, laws and regulations. The Audit Committee has also discussed matters in relation to internal audit work and financial reporting with the management of the Company.

EVENTS AFTER 1H2026

Acquisition of Target Equity Interest in A Non-wholly Owned Subsidiary

On 11 August 2026, Shanghai Qingdao Enterprise Management Co., Ltd.* (上海青道企業管理有限公司) ("**Shanghai Qingdao**", a wholly-owned subsidiary of the Company) entered into equity transfer agreements with Gongqingcheng Dajiao Investment Partnership (Limited Partnership)*(共青城大腳投資合夥企業(有限合夥)) ("**Dajiao Investment**") and Ms. Liu Ming (劉明), respectively, pursuant to which Shanghai Qingdao conditionally agreed to acquire a total of 29% equity interest in Shanghai Yiye Biotechnology Co., Ltd.* (上海怡頁生物科技有限公司) ("**Shanghai Yiye**"), comprising the acquisition of 23% equity interest from Dajiao Investment and 6% equity interest from Ms. Liu Ming, for a consideration of approximately RMB304.52 million and RMB79.44 million, respectively, amounting to an aggregate of approximately RMB383.96 million, which will be funded by the internal resources of the Group.

On the same day, Shanghai Qingdao, Dajiao Investment and Shanghai Yiye entered into a supplemental agreement, pursuant to which, subject to the continuous fulfillment of the conditions set out in the supplemental agreement, Dajiao Investment may request Shanghai Qingdao to further acquire 5% equity interest in Shanghai Yiye during the agreed option period. The actual consideration for such further acquisition will be determined in accordance with the formula set out in the supplemental agreement and shall not exceed RMB500 million, and shall be subject to the entering into of a separate formal equity transfer agreement by the contracting parties.

As at the date of this announcement, the aforesaid acquisition of the 29% equity interest has not yet been completed. Upon completion of the aforesaid acquisition, the shareholding of Shanghai Qingdao in Shanghai Yiye will increase from 51% to 80%. Shanghai Yiye will continue to be a non-wholly owned subsidiary of the Company, and its financial results will continue to be consolidated into the financial statements of the Group.

The above matters occurred after the end of 1H2026, and therefore no adjustments have been made to the unaudited consolidated interim financial information of the Group for the six months ended 30 June 2026. For further details of the aforesaid transactions, please refer to the announcement of the Company dated 11 August 2026.

Amendments to the Articles of Association

As a result of the vesting of restricted share units, corresponding amendments were made to the articles of association of the Company in respect of the registered share capital and the total number of Shares (for details, please refer to the announcement of the Company published on 29 July 2026), and an up-to-date version of the articles of association of the Company is also available on the Company's website and the Stock Exchange's website.

Save as disclosed above, no other significant events occurred subsequent to 30 June 2026 and up to the date of this announcement.

INTERIM DIVIDEND

The Board has resolved not to declare any interim dividend for 1H2026 (six months ended 30 June 2025: RMB0.5 per ordinary share).

PUBLICATION OF INTERIM RESULTS AND INTERIM REPORT

This announcement is published on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (www.chicmaxgroup.com). The interim report of the Company for 1H2026 containing all the information required by the Listing Rules will be despatched or made available electronically to the Shareholders as appropriate and published on the aforementioned websites of the Stock Exchange and the Company in due course.

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

* *For identification purposes only*