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Moon Inc.
恒月控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1723)

PROFIT WARNING

This announcement is made by Moon Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 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 Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2026 and other information currently available to the Board, the Group is expected to record a loss attributable to owners of the Company for the six months ended 30 September 2026 in the range of approximately HK$8.7 million to HK$11.8 million as compared with the loss attributable to owners of the Company for the six months ended 30 September 2025 of approximately HK$5.8 million. Such increase in loss attributable to owners of the Company for the six months ended 30 September 2026 was mainly attributable to (i) the increase in administrative expenses including staff costs and legal and professional fees; and (ii) the increase in selling and distribution expenses.

The Company is in the process of preparing and finalising the interim results of the Group for the current interim period. The information contained in this announcement is based only on the Board's preliminary assessment of the information currently available to the Board and has not been reviewed by the audit committee of the Company or audited by the auditors of the Company and is subject to possible adjustments. The actual results of the Group for the interim period may differ from the information contained in this announcement. Details of the Group's financial information and performance will be disclosed in the interim results announcement of the Group for the interim period which is expected to be published by the end of November 2026.

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
Moon Inc.
Mr. Fang Jason Kin Hoi
Chairman and Executive Director

Hong Kong, 23 November 2026

As at the date of this announcement, the Board comprises Mr. David Forrest Bailey, Mr. John Edwin Riggins, Mr. Fang Jason Kin Hoi and Ms. Wong Fung Yee Mary as executive Directors; Mr. Sit Hon as non-executive Director; and Ms. Yen Jung-Hui, Mr. Wong Yun Pun and Mr. Shiu Ka Fai, BBS, JP as independent non-executive Directors.