

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Mulsanne Group Holding Limited

慕尚集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1817)

INSIDE INFORMATION POSITIVE PROFIT ALERT

This announcement is made by Mulsanne Group Holding Limited (the “**Company**”, 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 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the “**Relevant Period**”) and other information currently available to the Group, it is expected that the net profit for the Relevant Period would range from RMB18.0 million to RMB25.0 million, which would increase by approximately 103% to 182% as compared to the net profit for the corresponding period in 2025.

The increase in net profit was due to, among other things, the optimization of marketing strategies during the Relevant Period by: (i) increasing promotional discounts; (ii) optimizing the product mix and sales channel structures; and (iii) refining the control over marketing expenditure and improving the efficiency of selling expenses.

As the Group’s interim results for the Relevant Period have not yet been finalized, the figures and information contained in this announcement are only preliminary assessment of the unaudited consolidated management accounts of the Group for the Relevant Period and other information currently available to the Group, and such figures and information have not been audited or reviewed by the Company’s auditor and may be subject to adjustments. Shareholders and potential investors should refer to the interim results announcement of the Company for the Relevant Period, which is expected to be published in August 2026 in compliance with the requirements under the Listing Rules.

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

By Order of the Board
Mulsanne Group Holding Limited
TANG Shun Lam
Chairman

Hong Kong, 14 August 2026

As at the date of this announcement, the Board comprises Mr. YU Yong as executive Director; Mr. TANG Shun Lam, Mr. CHEN Yeliang, Ms. YOU Shike, Mr. TIAN Min and Mr. SUN Weiye as non-executive Directors; and Mr. GU Jiong, Ms. XU Yanyun and Mr. LAM Tsz Chung as independent non-executive Directors.