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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 2021 and other information currently available to the Group, it is expected that the profit after tax for the six months ended 30 June 2021 would range from RMB45 million to RMB55 million, as compared to the loss after tax of RMB132.5 million for the corresponding period in 2020. The major reasons for such increase in profit after tax include:

- (i) in 2020, the Group’s business, particularly its offline retail channels, was affected by the novel coronavirus 2019 (the “**COVID-19**”) pandemic. However, in 2021, the impact of the COVID-19 pandemic on the Group’s business has been significantly reduced. As a result, a robust growth was recorded in the revenue from the Group’s offline channels for the six months ended 30 June 2021 as compared to that for the same period in 2020; and
- (ii) increase in gross profit margin as a result of the effect of continued multi-brand strategy and adjusted existing brand strategy.

As the Group’s interim results for the six months ended 30 June 2021 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 six months ended 30 June 2021 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 six months ended 30 June 2021, which is expected to be published in August 2021 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
HUANG Hanji
Chairman

Hong Kong, 2 August 2021

As at the date of this announcement, the Board comprises Mr. YU Yong as executive director; Mr. HUANG Hanji, Mr. YANG Herong, Mr. LIN Lin, Mr. WANG Jun and Mr. CHEN Scott Yue as non-executive directors; and Mr. GU Jiong, Mr. YUAN Tao and Mr. Paolo BODO as independent non-executive directors.