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China Dongxiang (Group) Co., Ltd.

中國動向（集團）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3818)

OPERATIONAL DATA FOR THE FIRST QUARTER OF FY2023/24

This announcement is made on a voluntary basis by the board of directors (the “**Board**”) of China Dongxiang (Group) Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) for providing information on the operations of the Group for the first quarter comprising the three months ended 30 June 2023 (the “**FY2023/24 Q1**”).

RETAIL PERFORMANCE

For the FY2023/24 Q1, the retail performance of Kappa-branded stores of the Group registered a mid 10%-20% growth on a year-on-year basis.

SAME-STORE-SALES (SSS)

For the FY2023/24 Q1, in respect of Kappa-branded stores which have been in operation since the beginning of the same quarter last year, the SSS registered a mid-to-low 10%-20% growth on a year-on-year basis.

NUMBER OF RETAIL STORES

For the first quarter ended 30 June 2023, the Group had 1,020 Kappa-branded stores, a net decrease of 5 stores compared to those as at 31 March 2023 (“**End of FY2022/23**”).

The Company’s shareholders and potential investors should note that this announcement is made based on the Board’s preliminary review of the draft unaudited operational data of the Group and information currently available to the Board, and has not been audited or reviewed by the Group’s auditors. The data do not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance and the information contained in this announcement is subject to change and adjustment.

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

By Order of the Board
China Dongxiang (Group) Co., Ltd.
Chen Yihong
Chairman

Hong Kong, 14 July 2023

As at the date of this announcement, the executive directors of the Company are Mr. Chen Yihong, Ms. Chen Chen, Mr. Zhang Zhiyong and Mr. Lyu Guanghong, and the independent non-executive directors of the Company are Dr. Chen Guogang, Mr. Gao Yu and Mr. Liu Xiaosong.