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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 FOURTH QUARTER AND
THE TWELVE MONTHS OF FY2024/25**

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 fourth quarter of the three months ended 31 March 2025 (“**FY2024/25 Q4**”) and the twelve months ended 31 March 2025 (the “**Twelve Months of FY2024/25**”).

RETAIL PERFORMANCE

For the FY2024/25 Q4, the retail performance of Kappa-branded stores of the Group recorded a mid-to-high single-digit decrease on a year-on-year basis.

For the Twelve Months of FY2024/25, the retail performance of Kappa-branded stores of the Group recorded a mid-to-high single-digit decrease on a year-on-year basis.

Shareholders of the Company 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, 25 April 2025

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