

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.

PU'ER LANCANG ANCIENT TEA CO., LTD.

普洱瀾滄古茶股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 6911)

PROFIT WARNING

This announcement is made by Pu'er Lancang Ancient Tea Co., Ltd. (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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the **"Board"**) of directors (the **"Directors"**) of the Company would like to inform the shareholders of the Company (the **"Shareholders"**) and potential investors that, based on the preliminary assessment on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the **"Reporting Period"**) and the information currently available to the Board, it is expected that the Group will record revenue of approximately RMB117 million to RMB120 million for the Reporting Period, representing a year-on-year decrease of approximately 38.5% to 40.0%; and will record a decrease in profit attributable to owners of the Company from RMB5.1 million for the six months ended 30 June 2024 to a net loss of approximately RMB28 million to RMB32 million for the Reporting Period.

The Board considers that the loss in profit attributable to owners of the Company during the Reporting Period was mainly due to a decrease in operating revenue. During the Reporting Period, the Company recorded a decrease in revenue, primarily due to the following reasons: the slow recovery of the terminal consumer market continued to affect the operations and sales of offline physical stores. In addition, the handover process required additional time due to the management restructuring of the Company during the Reporting Period, and the Company also allocated resources to assess and adjust the Group's operational and management strategies, which therefore affected the development of relevant businesses during the Reporting Period.

The Board hereby emphasizes that the information contained in this announcement is only based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board and has not been reviewed by the audit committee of the Company and independent auditors of the Company.

The results of the Group for the Reporting Period are expected to be announced by the end of August 2025, which may differ from the information provided in this announcement.

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

By order of the Board
PU'ER LANCANG ANCIENT TEA CO., LTD.
普洱瀾滄古茶股份有限公司
Ms. DU Chunyi
Chairlady and Executive Director

Hong Kong, 8 August 2025

As at the date of this announcement, the Board comprises (i) Ms. Du Chunyi, Mr. Zhou Xinzhong, Mr. Zhang Muheng, Ms. Shi Yijing, Mr. Fu Gang and Mr. Liu Jiajie as executive Directors; and (ii) Dr. Xie Xiaoyao, Mr. Tang Zhangliang and Dr. Yang Kequan as independent non-executive Directors.