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CHINA NEW CONSUMPTION GROUP LIMITED

中國新消費集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8275)

VOLUNTARY ANNOUNCEMENT BRAND COOPERATION AGREEMENT WITH “TEADAYE”

This announcement is made by China New Consumption Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis for the purpose of keeping the shareholders of the Company (the “**Shareholders**”) and potential investors informed of the latest business update of the Group.

Reference is made to the announcement of the Company dated 21 October 2024 (the “**Announcement**”) in relation to, among other things, the potential cooperation in development of market distributorship, operating rights as well as operation management and supply chain management of the beverage brand “TEADAYE” (茶大椰) in China (including Hong Kong, Macau and Taiwan) and Southeast Asia markets.

The board of Directors is pleased to announce that on 7 January 2025, Goldstone International Investment Development Company Limited (“**Goldstone International**”) (formerly known as Goldstone Communications Limited), a direct wholly owned subsidiary of the Company, entered into a brand cooperation agreement with our partners, Trillion Wealth Company Limited* (華偉達企業有限公司) in Hong Kong and Philippine TEADAYE CORP., marking the official inauguration of the Group’s expansion in the tea drink market at Southeast Asia.

The Group’s first stop in Southeast Asia will be Manila, the Philippines, where two flagship stores will be opened in the first stage. Being located in the Philippines’ most prestigious ROBINSONS MALL, both stores are expected to be operational by early March 2025. ROBINSONS MALL is one of the largest and most prestigious business groups in the Philippines. The operational success of our stores is guaranteed by their excellent locations, which will also contribute to a rapid increase in the brand awareness of “TEADAYE” (茶大椰). The Group intends to open 20 stores in the Philippines by 2025, with successive business plans to be launched in Indonesia and Thailand.

* *For identification purposes only*

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, the Potential Partners and their ultimate beneficial owners are independent third parties who are not connected with the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”)).

By order of the Board
China New Consumption Group Limited
Liu Ching Man
Executive Director

Hong Kong, 10 January 2025

As at the date of this announcement, the Board comprises Ms. Liu Ching Man as executive Director; and Mr. He Dingding, Ms. Chan Tsz Hei Sammi and Mr. Ng Kim Lung as independent non-executive Directors.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

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