

Shanghai Chicmax Cosmetic Co., Ltd.

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

Shareholders Communication Policy

1. Purpose

- 1.1. The provisions contained in this policy aim to ensure that shareholders of Shanghai Chicmax Cosmetic Co., Ltd. (the “**Company**”), including individual and institutional shareholders (collectively, “**Shareholders**”) and, under appropriate circumstances, the investment community at large, have timely access to comprehensive, identical and understandable information about the Company (including its financial performance, strategic objectives and plans, significant developments, governance and risk profile), in order to enable Shareholders to exercise their rights in an informed manner, and to enhance the communication among Shareholders, the investment community and the Company.
- 1.2. For the purposes of this policy, references to the “**investment community**” include those who wish to invest in the Company as well as analysts who report on and analyse the performance of the Company.

2. General Policy

- 2.1. The board of directors (the “**Board**”) shall maintain an ongoing dialogue with Shareholders and the investment community and will review this policy regularly to ensure its effectiveness.
- 2.2. The principal channels through which the Company communicates information to Shareholders and investors are: the financial reports of the Company (interim and annual reports, quarterly reports (if published)); the annual general meetings and other general meetings as may be convened; and all disclosures filed with The Stock Exchange of Hong Kong Limited (the “**Hong Kong Stock Exchange**”), as well as the newsletters and other corporate publications on the website of the Hong Kong Stock Exchange (www.hkexnews.hk) and the website of the Company (www.chicmaxgroup.com).
- 2.3. The Company shall at all times ensure that information is conveyed to Shareholders and the investment community in an effective and timely manner. Any queries on this policy should be addressed to the secretary of the Company.

3. Communication Channels

Shareholders' Enquiries

- 3.1. Shareholders who have any questions about their shareholdings should address such questions to the Company's share registrar.
- 3.2. Shareholders and the investment community may at any time request access to the information of the Company to the extent such information is publicly available.
- 3.3. The Company will provide Shareholders and the investment community with a designated email address and enquiry line for any enquiries they may have about the Company.

Corporate Communications¹

- 3.4. Corporate communications with Shareholders will be prepared in plain language and in both Chinese and English versions so that Shareholders can understand the content of the communications.
- 3.5. Shareholders are entitled to choose the language (English or Chinese) or the method of receipt (in printed or electronic form) of the Company's communications. They may change their choice at any time by notifying the Company by mail or email.
- 3.6. Shareholders who choose to receive the corporate communications electronically shall be entitled to receive a printed copy of the corporate communications free of charge.
- 3.7. Shareholders may provide the Company with their email addresses in order to facilitate timely and effective communications.

Website of the Company

- 3.8. Shareholders and the investment community may obtain up-to-date and important information on major developments of the Company through the website of the Company (www.chicmaxgroup.com).
- 3.9. A dedicated investor relations section will be set up on the website of the Company. Information posted on the website of the Company will be updated regularly.
- 3.10. Information (including financial reports, results announcements, circulars, notices of general meetings and all announcements) issued by the Company and posted on the website of the Hong Kong Stock Exchange (www.hkexnews.hk) will also be posted on the website of the Company immediately thereafter.
- 3.11. All press releases issued by the Company will be posted on the website of the Company.

Shareholders' Meetings

- 3.12. Appropriate arrangements shall be made at shareholders' meetings (including annual general meetings) to encourage the participation of Shareholders and to enable Shareholders to raise questions, express opinions and exchange views with the Board on a face-to-face basis.
- 3.13. Shareholders are encouraged to attend general meetings in person or, if unable to attend, to appoint a proxy to attend and vote on their behalf.
- 3.14. Notice of annual general meetings, the relevant circulars and proxies shall be distributed to Shareholders not less than 45 days before each annual general meeting. The circular shall set out details of the proposed resolutions and other relevant information. Proxies shall be provided to Shareholders to enable them to appoint proxies to attend and vote at the annual general meeting.

1 “Corporate communication” means any document which has been or will be sent by the Company to any person holding its securities for his/her information or action, including (without limitation) the directors’ report and the annual accounts together with the independent auditor’s report, the interim report, the notice of meeting, the listing document, the circular and the proxy form.

3.15. The Company will monitor and regularly review the procedures for general meetings and, if necessary, make changes to ensure that the needs of Shareholders are best served. Individual resolutions on individual matters of importance will be put to a vote at the annual general meeting. The chairman of the general meeting will propose a poll on a proposed resolution in accordance with the articles of association of the Company, unless the proposed resolution relates solely to procedural or management matters. A scrutineer will be appointed for the vote-taking at the general meetings. After the conclusion of the general meetings, the poll results will be published in accordance with the requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange Listing Rules**”) on the website of the Company, the website of the Hong Kong Stock Exchange and such other websites as may be prescribed by the Stock Exchange Listing Rules from time to time.

3.16. Members of the Board, in particular the chairmen of Board committees or their representatives, key management personnel and external auditors, will be present at the annual general meeting to answer questions from Shareholders.

4. Shareholder Privacy

4.1. The Company recognises the importance of protecting the privacy of Shareholders and therefore will not disclose information about Shareholders before obtaining their consent, unless required by applicable laws.

Note: In case of any inconsistency between the English version and the Chinese version of this document, the Chinese version shall prevail.

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