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MIXUE Group
蜜雪冰城股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 2097)

NOTICE OF BOARD MEETING

The board of directors (the “**Board**”) of MIXUE Group (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that a meeting of the Board will be held on Tuesday, March 24, 2026 for the purpose of, among other matters, (i) considering and approving the final results of the Group for the year ended December 31, 2025 and its publication; (ii) considering the recommendation on payment of a final dividend, if any; and (iii) transacting any other business.

By order of the Board
MIXUE Group
Mr. Zhang Hongfu
Executive Director and Chief Executive Officer

Hong Kong, March 12, 2026

As at the date of this announcement, the Board comprises: (i) Mr. Zhang Hongchao, Mr. Zhang Hongfu, Ms. Cai Weimiao and Ms. Zhao Hongguo as executive Directors and (ii) Ms. Poon Philana Wai Yin, Mr. Chu Gary Hsi and Mr. Huang Sidney Xuande as independent non-executive Directors.