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Zhou Hei Ya International Holdings Company Limited
周黑鴨國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1458 and Debt Stock Code: 40460)

PROFIT ALERT

This announcement is made by Zhou Hei Ya International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rules 13.09(2) and 37.47B 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, the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on its preliminary assessment of the Group’s unaudited consolidated management accounts for the year ended December 31, 2021 (the “**Reporting Period**”) and information currently available to the Board, it is expected that the net profit for the Reporting Period would be not less than RMB330 million, as compared with that of RMB151.2 million for the corresponding period in 2020, and the total revenue for the Reporting Period would be approximately RMB2,870 million, as compared with that of RMB2,181.5 million for the corresponding period in 2020. Such increase was primarily because the Group’s implementation of online and offline diversified reaching consumers strategies achieved good results in the post-pandemic era, and the gain on disposal of items of property, plant and equipment and share of profits of associates also contributed to the increase of net profit for the Reporting Period. As of December 31, 2021, the total number of offline stores of the Group increased from 1,755 in the end of 2020 to 2,781. Internet O&O channels business also achieved a remarkable growth in 2021.

The Group will pay close attention to the development of the COVID-19 outbreak and the industry to adjust its business strategies from time to time and take active response measures. In the post-pandemic era, by continuously expanding franchise business, optimizing store structure, implementing diversified omni-channel to reach consumers, continuous product innovation and the flexible cost control strategies, the Group will achieve sustainable high-quality development.

As the results for the Reporting Period have not been finalized, the information contained in this announcement is only a preliminary assessment by the Board based on information currently available including the unaudited consolidated management accounts of the Group for the Reporting Period, which have not been confirmed, reviewed or audited by the auditor of the Company.

The annual results announcement of the Company for the Reporting Period is expected to be published by the end of March 2022 in compliance with the requirements under the Listing Rules.

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

By order of the Board
Zhou Hei Ya International Holdings Company Limited
ZHOU Fuyu
Chairman

Hong Kong, March 9, 2022

As at the date of this announcement, Mr. ZHOU Fuyu, Mr. ZHANG Yuchen and Mr. WEN Yong are the executive Directors; Mr. PAN Pan is the non-executive Director; and Mr. CHAN Kam Ching, Paul, Mr. LU Weidong and Mr. CHEN Chen are the independent non-executive Directors.