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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 six months ended June 30, 2023 (the “**Reporting Period**”) and information currently available to the Board, it is expected that the net profit for the Reporting Period would range from RMB90.0 million to RMB110.0 million, as compared to the net profit of RMB18.4 million for the corresponding period in 2022; and the total revenue for the Reporting Period would range from RMB1,400.0 million to RMB1,420.0 million, as compared to the total revenue of RMB1,181.1 million for the corresponding period in 2022. Such increase was primarily due to the gradual recovery of offline stores businesses with the recovery of economy and rebound of the consumer market during the Reporting Period. As a result, the Group’s revenue and net profit performance was improved as compared to the corresponding period in 2022. However, at the same time, due to the significant increase in the prices of raw materials, the Group faced a great challenge in raw material costs in the first half of 2023, which also had an adverse impact on the Group’s net profit.

Although the prices of raw materials have decreased since the second quarter of 2023, they were still at a historic high. Therefore, as the Company expected at the beginning of the year, the high costs of raw materials and the anticipated higher costs associated with the newly established processing facility in Chengdu were likely to have an impact on the Group’s profit.

As the results for the Reporting Period have not yet 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 interim results announcement of the Company for the Reporting Period is expected to be published in the mid of August 2023 in compliance with the requirements under the Listing Rules.

Shareholders and potential investors are advised to exercise caution 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, July 27, 2023

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