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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)

CHANGE OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (“**Directors**”) of Zhou Hei Ya International Holdings Company Limited (the “**Company**”) announces that Mr. Zhang Yuchen (“**Mr. Zhang**”) has been appointed as the Chief Executive Officer of the Company (the “**Chief Executive Officer**”) with effect from 27 August 2019. Mr. Zhang is mainly responsible for the strategy development of the Company, together with its subsidiaries (collectively the “**Group**”), as well as planning and supervision of the Group’s operations and performance.

The biography of Mr. Zhang is set out as follows:

Mr. Zhang, aged 44, has over 20 years of operational and management experience in the consumer goods sector, and has served several leading multinational consumer goods enterprises in management position. From 1997 to 2003, Mr. Zhang served at Procter & Gamble (Guangzhou) Ltd. (“**P&G**”), as a distributor channel unit manager, after which Mr. Zhang served in the Wal-Mart team of P&G from 2003 to 2005 and in the Greater China market Strategy & Planning of haircare division of P&G from 2005 to 2006. Mr. Zhang then served as distributor channel market director at P&G from 2006 to 2009, and Mr. Zhang’s last held position was National Trade Marketing Director of Pampers from 2009 to 2011. Later on, Mr. Zhang served as National Sales Director at L’OREAL (China) Co., Ltd.’s active cosmetic division from 2011 to 2013. From 2013 to 2016, Mr. Zhang served as Sales Director (China) at Mattel Barbie (Shanghai) Trading Co., Ltd., a children’s products trading company. Mr. Zhang then served as the Country Manager (China) at Hasbro Trading (China) Co., Ltd., a toy trading company, from 2016 to 2019. In May 2019, Mr. Zhang joined the Group, serving as Executive Vice President of Hubei Zhouheiya Enterprises Development Co., Ltd.

Mr. Zhang, received his bachelor’s degree in electrical engineering from Southeast University in June 1997.

Mr. Zhang has not held any directorship in any other listed companies in the last three years preceding the date of this announcement. Further, Mr. Zhang does not have any relationship with any other Directors, senior management and substantial or controlling shareholders of the Company.

Mr. Zhang does not have any interest or short position in shares, underlying shares or debentures of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, there is no further information to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there is no other matter relating to the appointment of Mr. Zhang as the Chief Executive Officer that needs to be brought to the attention of the shareholders of the Company.

As an appropriate succession candidate, Mr. Zhang is formally appointed to be the Chief Executive Officer, Mr. Zhou Fuyu, an executive Director, has stepped down from the position as the Chief Executive Officer with effect from 27 August 2019.

The Board would like to wish that under the leadership of Mr. Zhang, the Group can achieve greater success.

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

Hong Kong, 27 August 2019

As at the date of this announcement, Mr. Zhou Fuyu, Mr. Hao Lixiao, Ms. Li Ying and Mr. Wen Yong are the executive Directors; Mr. Pan Pan is the non-executive Director; and Mr. Wu Chi Keung, Mr. Chan Kam Ching, Paul and Mr. Lu Weidong are the independent non-executive Directors.