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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, 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 RMB200 million, as compared to the net loss of RMB42.2 million for the corresponding period in 2020; and the total revenue for the Reporting Period would be approximately RMB1,450 million, as compared to the total revenue of RMB903.5 million for the corresponding period in 2020, representing an increase of approximately 60%. Such increase was primarily due to the background that the COVID-19 outbreak in China was generally under control but subject to the resurgence of pandemic in certain regions and the consumer goods industry was still facing greater pressure and challenges in the first half of 2021, the Group overcame the adverse effects of significant decrease in consumer traffic during Chinese New Year in 2021 and continued to firmly implement its six development strategies, resulting in remarkable outcomes and improvement in the overall operating conditions on quarter-on-quarter basis. In the meantime, the Group’s overall profitability was enhanced as a result of the robust growth in franchise business, its online and offline omni-channel, the integrated and optimized supply chain system and its improved manufacturing and operational efficiency.

The Group will pay close attention to the development of the COVID-19 outbreak and the industry, and will adjust its business strategies from time to time and take active response measures, so as to ensure smooth operation and realization of its strategic objectives. The Group is confident in its sustainable and stable development in the future.

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 by the end of August 2021 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, 2021

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. WU Chi Keung, Mr. CHAN Kam Ching, Paul and Mr. LU Weidong are the independent non-executive Directors.