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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 WARNING

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, 2022 (the “**Reporting Period**”) and information currently available to the Board, it is expected that the net profit for the Reporting Period would range from RMB10 million to RMB20 million, as compared to the net profit of RMB229.6 million for the corresponding period in 2021; and the total revenue for the Reporting Period is expected to decrease by approximately 20%, as compared to the total revenue of RMB1,453.0 million for the corresponding period in 2021. Such decrease was primarily due to the strict prevention and control measures that were put in place nationwide in response to the resurgence of COVID-19 pandemic in China. A sharp decline in pedestrian volume significantly reduces consumer traffic at stores, while logistics and distribution were also subject to restrictions, which affected the sales and profits of the Company to a certain extent. At the same time, an increase in prices of raw materials, which raised cost pressure in the first half of the year, coupled with an increase in exchange losses, greatly impacted the profitability of the Group.

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 2022 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, August 2, 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.