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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)

PROFIT ALERT

This announcement is made by Zhou Hei Ya International Holdings Company Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 13.09(2) 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, 2025 (the “**Reporting Period**”) and information currently available to the Board, it is expected that the total revenue for the Reporting Period would range from RMB2,520.0 million to RMB2,550.0 million, representing an approximately 2.8% to 4.0% increase as compared to the total revenue of RMB2,451.0 million for the corresponding period in 2024; and the profit for the Reporting Period would range from RMB150.0 million to RMB165.0 million, representing an approximately 52.7% to 68.0% increase as compared to the profit of approximately RMB98.2 million for the corresponding period in 2024. Such increase was primarily driven by enhanced operational efficiency at retail outlets and breakthroughs in channel expansion. In 2025, the Group focused on optimizing its store structure, significantly improving per-store operational efficiency. Concurrently, the Group established a Channel Business Department to vigorously expand its diversified channel customer base, achieving multi-pronged business growth. Combined with reduced raw material costs, improved supply chain efficiency, and lean management of selling and administrative expenses, these efforts collectively strengthened overall profitability.

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 annual results announcement of the Company for the Reporting Period is expected to be published by the end of March 2026 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, Chief Executive Officer

Hong Kong, March 4, 2026

As at the date of this announcement, the executive Directors are Mr. ZHOU Fuyu, Mr. LYU Hanbin and Ms. WANG Yali; and the independent non-executive Directors are Mr. CHAN Kam Ching, Paul, Mr. LU Weidong and Mr. CHEN Chen.