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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 year ended December 31, 2022 (the “**Reporting Period**”) and information currently available to the Board, it is expected that the net profit for the Reporting Period would be no less than RMB20 million, as compared with that of RMB342.4 million for the year ended December 31, 2021, and the total revenue for the Reporting Period is expected to decrease by around 20%, as compared with that of RMB2,870.0 million for the year ended December 31, 2021. Such decrease was primarily because (i) the customer flow decreased significantly due to the continued resurgence of COVID-19 pandemic in China in 2022, and in accordance with the COVID-19 pandemic prevention and control requirements, some stores of the Group experienced temporary closure during the Reporting Period, which had some impact on the sales and profit of the Group; (ii) the cost pressure increased due to an increase in prices of raw materials; and (iii) an increase in exchange losses due to the fluctuation in exchange rates greatly impacted the profit of the Group.

As the results for the Reporting Period have not 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 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, February 13, 2023

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