

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 WARNING

This announcement is made by Zhou Hei Ya International Holdings Company Limited (the “**Company**”, together with its subsidiaries, 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). Reference is made to the announcement of the Company dated January 12, 2023 (the “**Announcement**”).

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, 2023 (the “**Reporting Period**”) and information currently available to the Board, it is expected that the net profit for the Reporting Period would be between RMB100 million and RMB115 million, as compared with that of RMB25.3 million for the corresponding period in 2022; and the total revenue for the Reporting Period would be between RMB2,700 million to RMB2,750 million, representing an increase of between 15.2% to 17.4% as compared with that of RMB2,343.4 million for the corresponding period in 2022. Such increase was primarily due to an increase in consumer traffics at our offline stores over the last year, especially for our stores located at transportation hubs that experienced a robust recovery, and the improvement of our overall operating performance, which was mainly attributable to the favorable macroeconomic recovery and a gradual resurgence in consumption in 2023.

However, the net profit of the Group for the Reporting Period is expected to be less than the profit target for the Reporting Period mentioned in the Announcement that the Company aimed to achieve, primarily due to (i) the noticeable decline in consumption in the fourth quarter of 2023 which resulted in net loss in that quarter, and (ii) the withholding tax of approximately RMB30 million on dividends to be distributed from the domestic subsidiaries of the Group to the Company in consideration of the Group’s future capital plan, for the purpose of shareholder return through, among other things, possible dividend distribution or share repurchases, and other general corporate purposes.

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 2024 in compliance with the requirements under the Listing Rules.

Shareholders and potential investors are advised to exercise cautions 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, March 8, 2024

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.