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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, 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 six months ended June 30, 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 RMB1,200.0 million to RMB1,240.0 million, representing an approximately 1.5% to 4.7% decrease as compared to the total revenue of RMB1,259.5 million for the corresponding period in 2024; and the profit (excluding unaccounted share of profits and losses of associates and the relevant impact to the income tax) for the Reporting Period would range from RMB90.0 million to RMB113.0 million, representing an approximately 55.2% to 94.8% increase as compared to the profit (excluding the share of profits and losses of associates and relevant impact to the income tax) of approximately RMB58.0 million for the corresponding period in 2024. Such increase was primarily due to the Group’s optimization of its store structure and focus on improving store operation quality, which led to an effective increase in average sales per store during the Reporting Period. Meanwhile, the decline in raw material costs contributed to an improvement in gross profit margin. Combined with refined management practices that optimized the selling expense ratio, these factors collectively strengthened the Group’s 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 interim results announcement of the Company for the Reporting Period is expected to be published by the end of August 2025 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, July 18, 2025

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.