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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)**

### **VOLUNTARY ANNOUNCEMENT**

#### **STRATEGIC COOPERATION FRAMEWORK AGREEMENT WITH QIANJIANG MUNICIPAL GOVERNMENT**

This is a voluntary announcement made by Zhou Hei Ya International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, on April 1, 2017, Qianjiang Hongcheng Food Company Limited (潛江宏晟食品有限公司), a wholly-owned subsidiary of the Company (the “**Subsidiary**”) entered into a strategic cooperation framework agreement (the “**Agreement**”) with the Qianjiang Municipal People’s Government of Hubei Province (湖北省潛江市人民政府) (the “**Qianjiang Municipal Government**”).

Pursuant to the Agreement, the Subsidiary intends to, among others, establish an additional processing facility in Qianjiang, when and where appropriate, in order to expand the Group’s production capacity for its current or new products. To drive the economic development and create employment opportunities in Qianjiang, Qianjiang Municipal Government, subject to the compliance with the relevant rules and procedures, endeavors to provide the Subsidiary with coordination and support for government approvals and favorable investment policies based on the Company’s business development plan in Qianjiang.

The Group is principally engaged in the production, marketing and retail of casual braised food in China and is actively exploring opportunities in expanding its production capacity and product portfolio. The Board considers that, the entering into of the Agreement would enable the Group to facilitate its business development and/or expansion plan. Hence, the Board is of the view that the entering into the Agreement is in the interest of the Company and its shareholders as a whole.

The Agreement is only a preliminary framework agreement which sets out the cooperation intentions of the parties thereto, the concrete details of implementation of the Agreement and its progress remain subject to uncertainties and thus do not constitute substantive rights and obligations of the parties thereto. The Agreement may or may not lead to the entering into of formal and specific investment agreements. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company. Further announcement(s) in relation to the matters referred to above will be made by the Company as and when required in compliance with the necessary requirements under the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

By Order of the Board  
**Zhou Hei Ya International Holdings Company Limited**  
**ZHOU Fuyu**  
*Chairman*

Hong Kong, April 2, 2017

*As at the date of this announcement, Mr. Zhou Fuyu, Mr. Zhu Yulong, Mr. Wen Yong, Mr. Hu Jiaqing and Mr. Hao Lixiao are the executive Directors; Mr. Pan Pan is the non-executive Director; and Mr. Wu Chi Keung, Mr. Chan Kam Ching, Paul and Mr. Lu Weidong are the independent non-executive Directors.*