



Newsletter (2nd Quarter 2017) 13 July 2017

## I. Officially Launch of Zhou Hei Ya Crayfish

To continue the vision of being the most innovative food company, Zhou Hei Ya officially tapped the crayfish market with the launch of its “Ju Yi Xia” crayfish in the second quarter. At the product launching ceremony held on 5 May in Wuhan, government officials, industry experts, investors and local and overseas media witnessed the birth of Zhou Hei Ya’s crayfish.



Product launching ceremony



Store decorations



KOL live broadcast



Outdoor advertisement

Zhou Hei Ya activated comprehensive brand publicity for its crayfish products, from online to offline, from indoor to outdoor.

Zhou Hei Ya’s crayfish is sourced from the “Town of Crayfish” – Qianjiang in Hubei Province to assure quality.



Newsletter (2nd Quarter 2017) 13 July 2017

Zhou Hei Ya's new braised beef product was available online in June. It is cooked using a special Zhou Hei Ya recipe and braised with dozens of natural spicy flavourings, making the beef full of rich and mellow fragrances from the marinade with slightly piquant, numbing and spicy taste.



The launch of braised beef product on online platforms on 18 June



Newsletter (2nd Quarter 2017) 13 July 2017

## II. Creative Activities to Build a Dynamic Brand

Zhou Hei Ya sponsored the Chengdu Panda Marathon in Spring, a reflection of its image as a dynamic brand and gained publicity through promotion. Zhou Hei Ya's products were available onsite in the runner pack for consumers to taste. Members were allowed to claim their membership cards online, and followed Zhou Hei Ya's official account on WeChat.



Zhou Hei Ya sponsored the Chengdu Panda Marathon 2017 with great success

加入鸭鸭电子会员  
领取5元开卡礼  
周二会员日  
锁鲜产品 **8.8折优惠**

注：火车站店和机场店不参与

Member activities + New member recruitment through QR code scanning

2017年成都双遗马拉松官方合作伙伴

想吃，在成都 搜索离你最近的周黑鸭

Step1 Step2 Step3  
Step4 Step5 Step6

你还可以通过周黑鸭合作伙伴 随时随地享受美味

Hand-painted map: adding Chengdu's features to reflect the message of "More Entertainment, More Fun"



Newsletter (2nd Quarter 2017) 13 July 2017

The 10th Cherry Blossom Festival in Feng Huang Gou, titled and sponsored by Zhou Hei Ya, was successfully held, during which coupons and gifts were handed out with promotions across various channels including WeChat official accounts and media – thus generating a promising amount of brand exposure. On 17 April, Zhou Hei Ya collaborated with Eleme, an online food delivery platform, to host an exclusive super brand festival, much boosting its online publicity.



Cherry Blossom Festival by Zhou Hei Ya - 《Zhou Hei Ya, Be Beautiful for You》



Other Brand Promotion:  
Car Body Advertising on Shared  
Rental Cars in Shanghai



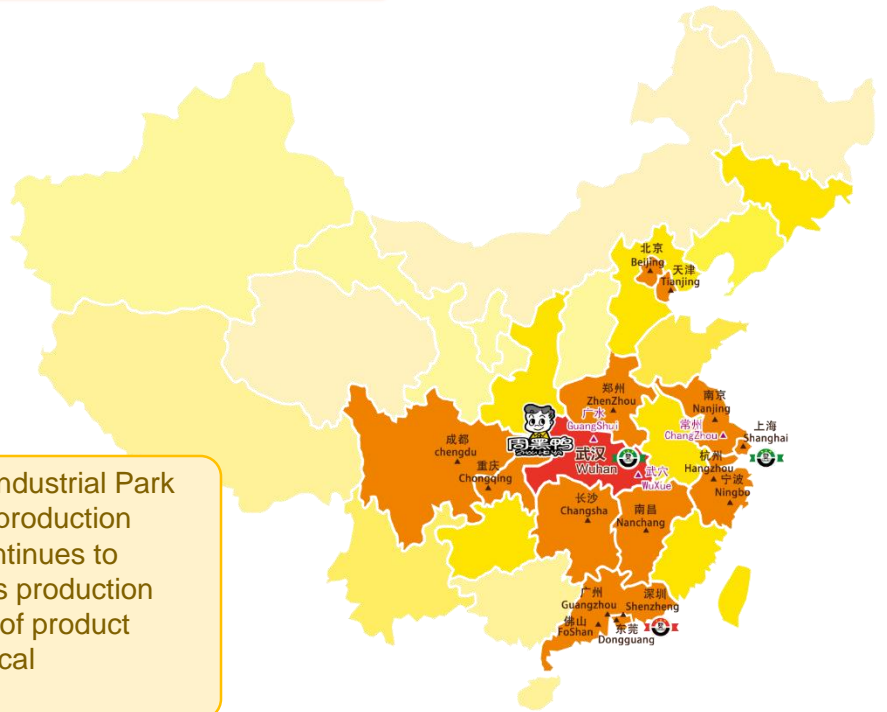
Exclusive Super Brand Festival



Newsletter (2nd Quarter 2017) 13 July 2017

### III. Opened New Stores in Three Regions Further Expanding Production and Sales

In April, new stores were opened in Guangshui, Hubei and Changzhou, Jiangsu, followed by a new store in Wuxue, Hubei in June. The rapid expansion of Zhou Hei Ya's bricks and mortar network has further strengthened its market penetration.



The acquisition of Hebei Industrial Park expanded Zhou Hei Ya's production capacity. Zhou Hei Ya continues to enhance automation on its production process across the areas of product packaging and technological advancement.



Newsletter (2nd Quarter 2017) 13 July 2017

## IV. Maintained Corporate Reputation Stronger in Capital Market

Zhou Hei Ya won the “Best IR Company for an IPO” in the 3<sup>rd</sup> Investor Relations Awards presented by the Hong Kong Investor Relations Association, demonstrating Zhou Hei Ya’s investor relations efforts have been widely recognized by the investment community. In addition, since 31 May 2017, Zhou Hei Ya has been included in the MSCI China Small Cap Index, further enhancing Zhou Hei Ya’s brand value and investment value in the capital markets.



“Best IR Company for an IPO” in the 3rd Investor Relations Awards



Investors’ site visit during the reverse roadshow in May



Management participated in investor presentation organized by the securities firm in June



**Zhou Hei Ya International Holdings Company Limited**  
No. 8-1 Huitong Road Zoumaling, Dongxihu District,  
Wuhan City, Hubei Province, PRC

Tel: +86 157 2701 5467  
Website: [www.zhouheiya.cn](http://www.zhouheiya.cn)  
Email: [ir@zhouheiya.cn](mailto:ir@zhouheiya.cn)