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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 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).

The board of directors (the “**Board**”) 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 30 June 2019 and information currently available to the Group, it is expected that the net profit attributable to owners of the Company for the six months ended 30 June 2019 would decrease by approximately 35%, as compared with the same for the six months ended 30 June 2018. Such decrease was primarily due to: (1) a decrease in the profit margin at the store level; (2) a decrease in the gross profit margin resulting from an increase in the costs of raw material; (3) an increase in the depreciation and energy consumption costs from the Phase 1 of central China processing facility located in Hubei, which commenced operation in October 2018, and from the northern China processing facility located in Hebei, which commenced operation in April 2018; and (4) an increase in the rental costs of retail stores.

As the results for the six months ended 30 June 2019 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 six months ended 30 June 2019, which have not been confirmed, reviewed or audited by the auditors of the Company.

The interim results announcement of the Company for the six months ended 30 June 2019 is expected to be published by the end of August 2019 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, 2 August 2019

*As at the date of this announcement, Mr. Zhou Fuyu, Mr. Hao Lixiao, Ms. Li Ying and Mr. Wen Yong are the executive directors of the Company; Mr. Pan Pan is the non-executive director of the Company; and Mr. Wu Chi Keung, Mr. Chan Kam Ching, Paul and Mr. Lu Weidong are the independent non-executive directors of the Company.*