
SUMMARY

This summary aims to give you an overview of the information contained in this document. As it is a summary, it does not contain all the information that may be important to you and is qualified in its entirety by, and should be in conjunction with, the full text of this document. You should read the entire document before you decide to [REDACTED] in the [REDACTED].

There are risks associated with any [REDACTED]. Some of the particular risks in [REDACTED] in the [REDACTED] are set out in “Risk Factors.” You should read that section carefully before you decide to [REDACTED] in the [REDACTED].

OVERVIEW

We are a fruit snack company focusing on the plum-based products. We also aspire to promote plum culture and to introduce snacking options with natural ingredients. Guided by our plum-centric product development strategy, we have built a diverse plum-based products portfolio ranging from classic products crafted with traditional techniques to products fused with complex flavors, catering to a wide range of taste profiles. Since the launch of our iconic brand Liuliumei (“溜溜梅”) in 2001, we have been dedicated to deepening our expertise in the plum-based products industry and unlocking the culinary potential of sour flavors within plums.

In 2024, we ranked first in China’s fruit snacks industry in terms of the retail sales value, with a market share of 4.9%, according to Frost & Sullivan. Since its launch in 2019, our plum jelly rapidly captured consumer bases. As a result, according to Frost & Sullivan, in 2024, we ranked first in China’s natural ingredient jelly industry in terms of retail sales value, representing a market share of 45.7%.

During the Track Record Period, we achieved strong growth. In 2023, 2024 and 2025, our total revenue amounted to RMB1,322.0 million, RMB1,616.0 million and RMB1,710.7 million, respectively. We also effectively managed our costs and enjoyed benefit from economies of scale, recording net profit of RMB99.2 million, RMB147.7 million and RMB182.1 million in 2023, 2024 and 2025, respectively.

OUR STRENGTHS

We believe the following competitive advantages have contributed to our success: (i) robust product development strategy and continuous R&D efforts; (ii) comprehensive sales network and diversified marketing campaigns; (iii) integrated supply chain; and (iv) experienced management team with entrepreneurship and market insights.

OUR GROWTH STRATEGIES

We will continue to pursue the following strategies: (i) Enrich our product offerings; (ii) Enhance our brand recognition; (iii) expanding our sales network, increasing consumer bases and exploring international markets; and (iv) optimizing our production capacity and supply chain.

OUR BRAND AND PRODUCTS

We offer three major product categories, namely, our dried plum snacks, prune-based products and plum jelly. For each category, we have launched different series encompassing both products crafted with traditional methods and products of complex flavors.

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The following table sets forth the breakdown of the sales volume and average selling price per kg of our major product categories for the years indicated:

		Year ended December 31,		
		2023	2024	2025
Dried plum snacks	kilotons	23.2	29.9	23.6
	RMB/kg	36.2	32.6	35.2
Prune-based products	kilotons	4.0	5.6	9.0
	RMB/kg	38.7	39.7	42.1
Plum jelly	kilotons	12.1	21.8	24.7
	RMB/kg	25.7	18.8	18.8

Note: the average selling price per kg is estimated through dividing the revenue of each product category by the sales volume.

OUR SALES CHANNELS

Our management and development of sales channels are vital to our business operation and future growth. The table below sets forth a breakdown of our revenue by sales channel for the years indicated:

	Year ended December 31,					
	2023		2024		2025	
	<i>Amount</i>	%	<i>Amount</i>	%	<i>Amount</i>	%
	<i>(RMB in thousands, except for percentages)</i>					
Online self-operated stores	135,582	10.3	139,226	8.6	128,945	7.5
Supermarkets and membership stores ⁽¹⁾	170,919	12.9	266,914	16.5	402,554	23.5
Snack stores	133,827	10.1	550,813	34.1	648,451	38.0
Distributorship	881,714	66.7	659,065	40.8	530,781	31.0
Total	1,322,042	100.0	1,616,018	100.0	1,710,731	100.0

Note:

- (1) Supermarkets and membership stores primarily include national and regional supermarkets operating both online and offline, as well as membership stores with whom we began cooperation in late 2024. Our revenue attributable to membership stores accounted for 0.7% and 8.6% of our total revenue in 2024 and 2025, respectively.

During the Track Record Period, we strategically focus on developing membership stores and chain snack stores. Membership stores operate on a premium market positioning where customers pay a membership subscription fee for access. This model is characterized by value-per-unit pricing on larger packing sizes, which is underpinned by strict SKU management, private-label merchandise development, and robust supply-chain capabilities. In contrast, specialized snack stores focus on convenience and impromptu purchases. Their success relies on (i) a different operational strategy emphasizing wide choice of SKUs and diverse product specifications, competitive pricing, frequent product refreshes to capture evolving tastes and (ii) a network of compact, conveniently located stores that prioritize efficient merchandising and rapid replenishment. Revenue from supermarkets and membership stores increased by 56.2% from RMB170.9 million in 2023 to RMB266.9 million in 2024, and further increased by 50.8% to RMB402.6 million in 2025. This was primarily driven by (i) our introduction of premium products, such as Chilean pitted prunes, which were positioned to cater to mid-to-high-income customers; (ii) our rollout of differentiated packaging and tailored product offerings developed specifically for membership store consumers; and (iii) our commencement of business with certain prominent and fast-growing membership stores in late 2024.

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Revenue from snack stores increased by 311.7% from RMB133.8 million in 2023 to RMB550.8 million in 2024, and further increased by 17.7% to RMB648.5 million in 2025. This was primarily driven by (i) the continued expansion of large-scale snack store groups, which led to increased procurement volumes; (ii) our expanded presence and increased cooperation with leading nationwide snack store chains with leading nationwide snack store chains; (iii) our launch of customized product formats, such as family-sized packages and variety packs; and (iv) our implementation of co-branding initiatives and targeted marketing campaigns, as well as our enhanced use of digital marketing and live commerce platforms.

Revenue from distributorship decreased by 25.2% from RMB881.7 million in 2023 to RMB659.1 million in 2024, and further decreased by 19.5% to RMB530.8 million in 2025, primarily due to our strategic shift to focus on the sales to supermarkets, membership stores and snack stores.

The following table sets forth a breakdown of our gross profit and gross profit margin by sales channel for the years indicated:

	Year ended December 31,					
	2023		2024		2025	
	<i>Gross profit</i>	<i>Gross profit margin (%)</i>	<i>Gross profit</i>	<i>Gross profit margin (%)</i>	<i>Gross profit</i>	<i>Gross profit margin (%)</i>
	<i>(RMB in thousands, except percentages)</i>					
Online self-operated stores	68,050	50.2	65,420	47.0	53,545	41.5
Supermarkets and membership stores ⁽¹⁾	77,051	45.1	105,118	39.4	131,959	32.8
Snack stores	54,266	40.5	191,685	34.8	228,529	35.2
Distributorship	330,344	37.5	220,242	33.4	194,667	36.7
Total	529,711	40.1	582,465	36.0	608,700	35.6

Note:

- (1) Supermarkets and membership stores primarily include national and regional supermarkets operating both online and offline, as well as membership stores with whom we began cooperation in late 2024.

Our gross profit margin from supermarkets and membership stores declined from 45.1% in 2023 to 39.4% in 2024. Similarly, our gross profit margin from sales to snack stores decreased from 40.5% in 2023 to 34.8% in 2024, and our gross profit margins from sales to distributorship decreased from 37.5% to 33.4% during the same period. This decline is primarily due to our adoption of a pricing strategy that offers lower prices to these customers. Our gross profit margin from supermarkets and membership stores decreased from 39.4% in 2024 to 32.8% in 2025, mainly because we increased the sales of customized prune-based products for a membership store, which had lower profit margins. Our gross profit margin from sales to snack stores remained relatively stable at 34.8% in 2024 and 35.2% in 2025. Our gross profit margin from sales to online self-operated stores decreased from 47.0% in 2024 to 41.5% in 2025, primarily due to competitive pricing strategies to amplify our online platform presence and enhanced promotion for newly launched products, which lowered the prices of such products. Our gross profit margin from distributorship increased from 33.4% in 2024 to 36.7% in 2025, as we reduced the discounts for distributors when we enhanced collaborations with other channels.

OUR PRODUCTION

During the Track Record Period, our production plants mainly produced dried plum snacks, plum jelly and prune-based products. We also engage some third-party contractors, from time to time, to facilitate only certain preliminary processing phases of the production, such as the pickling phase for our dried plum snacks, thereby easing short-term pressure on production facilities during peak seasons.

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The following table sets forth the production capacity, production volume and utilization rate of our four production plants for finished products during the Track Record Period:

	Year ended December 31,								
	2023			2024			2025		
	Designed capacity	Actual production	Utilization rate (%)	Designed capacity	Actual production	Utilization rate (%)	Designed capacity	Actual production	Utilization rate (%)
	<i>(tons in thousands, except for percentages)</i>								
Anhui Plant	25.9	22.5	86.9	32.2	30.2	93.9	34.9	27.1	77.7
Plum Jelly Plant	10.3	7.3	70.8	23.6	18.8	79.8	26.6	21.3	80.0
Wuhu Plant	6.0	3.6	59.9	6.0	3.5	58.1	6.0	3.6	60.0
“Fiber Life” Natural Food Production Plant	–	–	–	3.5	1.8	51.8	8.0	4.7	58.8
Total	42.2	33.4	79.1	65.3	54.3	83.2	75.5	56.7	75.1

Notes:

- (1) The designed production capacity of the year is calculated based on the following assumptions: (i) All product lines are functioning in its full capacity; (ii) our production facilities operate 16 hours per day for most of our products; and (iii) we operate at every working day per year.
- (2) The utilization rate of our production plant during the year equals the actual production volume divided by the designed production capacity during the same year.
- (3) During the Track Record Period, Anhui Plant primarily produced dried plum products and prune-based products. The utilization rate of Anhui Plant decreased from 93.9% in 2024 to 77.7% in 2025, mainly because we increased our sales focus on plum jelly and prune-based products in response to market demand and consumer preferences, and adjusted our production schedule accordingly to prioritize these two product categories. As our Anhui Plant is principally configured for the production of dried plum snacks, this adjustment correspondingly resulted in a decrease in its production utilization rate.
- (4) During the Track Record Period, our Plum Jelly Plant mainly produced plum jelly products.
- (5) During the Track Record Period, our Wuhu Plant primarily produced dried plum products and other products.
- (6) During the Track Record Period, our “Fiber Life” Natural Food Production Plant primarily produced pitted prune-based products.

SUPPLY CHAIN MANAGEMENT

Our integrated supply chain spanning across raw material procurement, processing and production is key to our success. Our procurement team coordinates with our production team, preparing a procurement list based on the production team’s plans, annual budgets and market price for raw materials. Meanwhile, the procurement team is also responsible for purchasing bulk raw materials and strategic stockpile that are necessary to our production, planning and purchasing fundamental raw materials based on its analysis of the market.

OUR CUSTOMERS AND SUPPLIERS

Our major customers primarily comprise supermarkets, membership stores, snack stores and distributors. During the Track Record Period, revenue from our five largest customers in each year accounted for 14.2%, 33.1% and 45.8% of our total revenue for the respective year. The increase in revenue generated from our five largest customers in each year during the Track Record Period was primarily attributable to our strengthened cooperation with fast-expanding national snack stores. During the Track Record Period, revenue from our largest customer in each year accounted for 3.4%, 14.1% and 16.4% of our total revenue for the respective year. Our largest customer in 2023 is a leading nationwide chain supermarket, which offers comprehensive range of groceries, food and household items. Our largest customers in 2024 and 2025, Customer B and Customer C, were nationwide chain snack stores. Customer B operates over 14,000 snack stores covering 28 provinces and all city tiers in China, and Customer C operates about 18,300 snack stores in all major provinces and cities in China.

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Our major suppliers primarily comprise raw material suppliers, production equipment suppliers, and packaging material suppliers. During the Track Record Period, purchase amount from our five largest suppliers in each year accounted for 16.9%, 14.5% and 14.7% of our total purchase amount for the respective year. During the Track Record Period, purchase amount from our largest supplier in each year accounted for 5.0%, 5.1% and 3.9% of our total purchase amount for the respective year. Our largest supplier in 2023 and 2024 sold sugar to us.

FOOD SAFETY AND QUALITY CONTROL

Food safety and product quality is our top priority. We have implemented a comprehensive quality management system that encompasses our entire supply chain, from raw material sourcing to product sales. Building on the requirements of ISO 22000 and HACCP, we identify and evaluate food safety risks in each stage of production. We have achieved the globally recognized FSSC 22000 certification in October 2024 to standardize food safety management across our supply chain. We have established a dedicated quality assurance center for quality planning, quality engineering and supplier management. The testing center has received CMA and CNAS certifications and produces authoritative testing reports that facilitate continuous improvement in our quality management practices.

MARKETING AND PROMOTION

Our marketing strategy is key to our brand development, combining innovative marketing vehicles and advertising campaigns that capture consumer attention to establish brand identity. Central to our strategy is to cultivate consumer mindshare, advocating for various consumption scenarios of plum-based food and encouraging consumers to incorporate our products into their daily diets. We also offer customized products and co-branding products to enhance our brand awareness. Committed to promoting plum culture, we also adopt the culture-driven marketing strategy that educates consumers about the rich history of plum-based food. Our multi-faceted marketing style provides an immersive experience to consumers, creating emotional connections with them, while enriching the cultural narratives of our brand. To retain our energetic and youthful brand image, we also collaborate with celebrities and KOLs who are popular among younger generations.

COMPETITIVE LANDSCAPE

According to Frost & Sullivan, the snack food industry in China is highly competitive. According to Frost & Sullivan, China’s market size of fruit snack in terms of retail sales value amounted to RMB52.0 billion in 2024, accounting for 5.6% of China’s snack food industry. The market size of the fruit snack industry in China by retail sales value increased from RMB37.8 billion in 2020 to RMB52.0 billion in 2024 at a CAGR of 8.3%, and is expected to further reach RMB78.0 billion in 2029, with a CAGR of 8.6%. On the other hand, sour-flavored products, particularly plum-based products, have been growing rapidly, primarily due to the evolving market demand for products made with natural ingredients. We believe our brand recognition, product development ability, sales channel management ability and production and quality control ability enable us to compete effectively against our competitors. According to Frost & Sullivan, in 2024 we ranked first in China’s fruit snacks industry, with a market share of 4.9%. See “Industry Overview.”

RISK FACTORS

Some of the major risks we face include: (i) changes in consumer tastes, preferences and spending habits or any unforeseen circumstances with a negative impact on consumer demand any negative publicity related to our brand, our products or our shareholders, directors, officers, employees and business partners; (iii) price volatility, seasonality and other risks in relation to our supply chain; (iv) our failure to upgrade existing products, develop new products and promote new brands; (v) our failure to compete; (vi) any negative publicity related to the snack food industry; and (vii) any failure to maintain food safety and quality.

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THE IMPACT OF COVID-19

In 2020, the COVID-19 outbreak affected the global economy and briefly disrupted our business operations. Approximately 30% of our production lines were suspended for approximately 30 days, while the remaining lines continued operating under closed-loop management within the industrial park. Logistics and transportation were not interrupted, as we complied with government disinfection requirements for food products. All of our offline marketing activities were affected due to the pandemic, resulting in the cancellation of approximately 600 planned marketing events. In addition, the installation of certain ancillary production facilities was delayed because the technicians responsible for installing the production line were subject to a 28-day quarantine before commencing work. However, these disruptions were temporary, and we soon resumed normal operations. During the pandemic, we worked closely with logistics suppliers to guarantee timely deliveries and carefully managed our production plan to fulfill customer orders. We also implemented control measures to safeguard employees’ health while maintaining smooth production and logistics processes. These measures enabled us to effectively respond to the challenges posed by COVID-19 and maintain stable growth without any material adverse effects on our business operations or financial performance during the pandemic.

SUMMARY OF HISTORICAL FINANCIAL INFORMATION

The following tables present our summary historical financial information for the years or as of the dates indicated.

Principal Components of Our Consolidated Statements of Profit or Loss and Other Comprehensive Income

	Year ended December 31,		
	2023	2024	2025
	<i>(RMB in thousands)</i>		
Revenue	1,322,042	1,616,018	1,710,731
Cost of sales	<u>(792,331)</u>	<u>(1,033,553)</u>	<u>(1,102,031)</u>
Gross profit	529,711	582,465	608,700
Other income and gains, net	27,962	39,572	34,966
Selling and distribution expenses	(309,395)	(310,170)	(271,720)
Administrative expenses	(88,691)	(100,180)	(112,085)
Research and development expenses	(33,612)	(18,948)	(27,885)
Finance costs	(7,966)	(7,773)	(13,221)
Fair value (loss)/gain on financial liabilities at fair value through profit or loss (“FVTPL”)	(6,026)	(1,625)	5,300
Impairment losses on trade receivables and other receivables, net	(719)	(2,143)	(2,481)
Other expenses	(661)	(791)	(2,399)
Profit before tax	110,603	180,407	219,175
Income tax expense	<u>(11,372)</u>	<u>(32,688)</u>	<u>(37,087)</u>
Profit for the year	<u>99,231</u>	<u>147,719</u>	<u>182,088</u>
Attributable to:			
Owners of the Company	<u>99,231</u>	<u>147,719</u>	<u>182,088</u>

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Revenue

The following table sets forth a breakdown of our revenue by product category for the years indicated:

	Year ended December 31,					
	2023		2024		2025	
	RMB	%	RMB	%	RMB	%
	<i>(RMB in thousands, except for percentages)</i>					
Dried plum snacks	838,110	63.4	973,531	60.3	829,895	48.5
Prune-based products	155,985	11.8	223,561	13.8	380,210	22.2
Plum jelly	311,069	23.5	410,358	25.4	465,879	27.3
Others ⁽¹⁾	16,878	1.3	8,568	0.5	34,747	2.0
Total	1,322,042	100.0	1,616,018	100.0	1,710,731	100.0

Note:

- (1) Others mainly represent plum gummy, plum-based seasoning products, plum tea concentrate and other fruit-based products.

Gross Profit and Gross Margin

The following table sets forth a breakdown of our gross profit and gross profit margin by product category for the years indicated:

	Year ended December 31,					
	2023		2024		2025	
	Gross profit	Gross profit margin (%)	Gross profit	Gross profit margin (%)	Gross profit	Gross profit margin (%)
	<i>(RMB in thousands, except percentages)</i>					
Dried plum snacks	316,378	37.7	312,639	32.1	277,007	33.4
Prune-based products	54,733	35.1	72,332	32.4	112,956	29.7
Plum jelly	153,030	49.2	196,107	47.8	211,450	45.4
Others ⁽¹⁾	5,570	33.0	1,387	16.2	7,287	21.0
Total	529,711	40.1	582,465	36.0	608,700	35.6

Note:

- (1) Others mainly represent plum gummy, plum-based seasoning products, plum tea and other dried-fruit products.

During the Track Record Period, changes in the gross profit margin of our products were primarily due to (i) the fluctuations in key raw material prices, and (ii) our strategic pricing decisions to enhance market penetration in the broader snack industry. We adjust product prices in response to the shifting competitive landscape, raw material cost fluctuations and ongoing promotional activities. For example, we may temporarily reduce prices for new products during launch promotions to attract consumers’ attention, and further calibrate pricing amid intensified competition to reinforce our market presence. Our market-driven pricing strategies enable our products to effectively penetrate target markets while sustaining sufficient margins.

Profit for the Year

We recorded net losses in 2020 due to the implementation of a range of restructuring initiatives, including the adoption of our plum-centric strategy and the optimization of our distribution network, which adversely affected our net margins in the short term. Despite our previous exploration of businesses in non-core dried fruit products, we steered our product development initiatives to focus on plum-based products and other similar offerings, a strategic transformation that we effected through a series of deliberate measures commencing in 2019, including the engagement of a branding consultancy with experience advising leading domestic consumer product brands to support a comprehensive brand repositioning, the strengthening of messaging around the health value of green plums, the launch of extensive nationwide marketing campaigns across major cities including Hefei, Chengdu, Zhengzhou, Wuhan, Xi’an and Hangzhou, the discontinuation of non-core dried fruit products, the streamlining of our distributor network to focus on key distributors aligned with our new strategic direction, and the reallocation of significant marketing

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and promotional expenditures in support of the foregoing initiatives; while these measures collectively enhanced our brand focus and operational efficiency, they also resulted in a short-term decline in revenue during the transition period. See “History, Development and Corporate Structure — Previous Application for Listing on the Shenzhen Stock Exchange.”. However, such initiatives helped us to establish a more focused product mix and distribution model. As a result, in 2021, we had an increase in the revenue primarily driven by an increase in the sales volume of plum-based products. Such increase in revenue and our efforts in tightening cost controls in selling expenses, resulted in a net profit position since 2021. Our profit for the year further increased by 48.9% from RMB99.2 million in 2023 to RMB147.7 million in 2024, primarily driven by the continuously increasing demand of our products. Our profit for the year also increased by 23.3% from RMB147.7 million in 2024 to RMB182.1 million in 2025.

Principal Components of Our Consolidated Statements of Financial Position

	As of December 31,		
	2023	2024	2025
	<i>(RMB in thousands)</i>		
Non-current assets	715,636	734,862	857,242
Current assets	679,026	936,105	1,132,831
Total assets	1,394,662	1,670,967	1,990,073
Non-current liabilities	211,144	3,731	4,748
Current liabilities	918,053	1,049,288	1,103,698
Total liabilities	1,129,197	1,053,019	1,108,446
Net current (liabilities)/assets	(239,027)	(113,183)	29,133
Net assets	265,465	617,948	881,627

Our net current liabilities of RMB113.2 million as of December 31, 2024 subsequently turned to net current assets of RMB29.1 million as of December 31, 2025, primarily due to (i) an increase in inventories, (ii) an increase in pledged bank deposits, and (iii) a decrease in financial liabilities at FVTPL due to our settlement of certain financial liabilities, partially offset by (i) a decrease in cash and cash equivalents, (ii) an increase in trade and bills payables, and (iii) an increase in interest-bearing bank borrowings, which were mainly attributable to the purchase of raw materials and production equipment.

Our net current liabilities decreased from RMB239.0 million as of December 31, 2023 to RMB113.2 million as of December 31, 2024, primarily due to (i) an increase in inventories, (ii) a decrease in financial liabilities at FVTPL and (iii) an increase in trade and bills receivables, partially offset by (i) an increase in trade and bills payables and (ii) an increase in interest-bearing bank borrowings. The financial liabilities at FVTPL, primarily arising from our repurchase rights and other embedded derivatives associated with special rights granted to shareholders, has been converted to equity before our first submission of the application for [REDACTED].

Our net assets increased from RMB265.5 million as of December 31, 2023 to RMB617.9 million as of December 31, 2024, primarily due to (i) the derecognition of redemption liabilities due to cancellation of redemption rights of RMB204.2 million, and (ii) the profit and total comprehensive income for the year of RMB147.7 million. Our net assets increased from RMB617.9 million as of December 31, 2024 to RMB881.6 million as of December 31, 2025, primarily due to the profit and total comprehensive income for the year of RMB182.1 million.

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Summary of Our Consolidated Statements of Cash Flows

	Year ended December 31,		
	2023	2024	2025
	<i>(RMB in thousands)</i>		
Net cash flows from operating activities	126,903	84,374	74,474
Net cash flows used in investing activities	(80,634)	(110,117)	(165,952)
Net cash flows (used in)/from financing activities	(53,328)	36,398	47,335
Net (decrease)/increase in cash and cash equivalents	(7,059)	10,655	(44,143)
Cash and cash equivalents at beginning of the year	<u>74,451</u>	<u>67,392</u>	<u>78,047</u>
Cash and cash equivalents at end of the year	<u>67,392</u>	<u>78,047</u>	<u>33,904</u>

Our cash and cash equivalents decreased significantly from RMB78.0 million in 2024 to RMB33.9 million in 2025, primarily due to an increase in inventories of RMB151.0 million in relation to our substantial procurement of raw materials and ancillary materials ahead of peak sales season during the Chinese New Year, and an increase in trade and bills receivables of RMB60.0 million due to the increased sales to retail customers, such as supermarkets, membership stores and snack stores, partially offset by an increase in trade and bills payables of RMB53.7 million.

Our net cash flows used in investing activities expanded from RMB110.1 million in 2024 to RMB166.0 million in 2025, primarily due to our purchase of items of property, plant and equipment of RMB125.3 million and prepayment of leasehold land of RMB43.2 million. During the same period, our net cash flows from financing activities increased from RMB36.4 million to RMB47.3 million, primarily due to an increase in new bank loans of RMB570.8 million, partially offset by repayment of bank loans of RMB416.8 million.

[REDACTED]

All statistics in this table are based on the assumption that the [REDACTED] is not exercised.

	Based on an [REDACTED] of HK\$[REDACTED] per H Share	Based on an [REDACTED] of HK\$[REDACTED] per H Share
Market [REDACTED] of the H Shares ⁽¹⁾	HK\$[REDACTED] million	HK\$[REDACTED] million
Market [REDACTED] of the Shares ⁽²⁾	HK\$[REDACTED] million	HK\$[REDACTED] million
Unaudited [REDACTED] adjusted consolidated net tangible assets of the Group attributable to owners of the Company as of [December 31, 2025] per Share ⁽³⁾	HK\$[REDACTED]	HK\$[REDACTED]

Notes:

- (1) The calculation of market capitalization is based on the assumption that [REDACTED] H Shares will be in issue immediately following the completion of the [REDACTED] (assuming the [REDACTED] is not exercised and including [REDACTED] [REDACTED] Shares that will be converted into H Shares upon the completion of the [REDACTED]).

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- (2) The calculation of market [REDACTED] is based on [REDACTED] Shares expected to be in issue immediately after completion of the [REDACTED].
- (3) The unaudited [REDACTED] adjusted consolidated [REDACTED] per Share in the above table is calculated after the adjustments referred to in the section headed “Unaudited [REDACTED] Statement of Adjusted Consolidated [REDACTED] of the Group Attributable to Owners of the Company” set out in “Appendix II — Unaudited [REDACTED] Financial Information” to this document and on the basis of [REDACTED] Shares in issue immediately following the completion of the [REDACTED], assuming that the [REDACTED] is not exercised.

FUTURE PLANS AND USE OF [REDACTED]

Assuming an [REDACTED] of HK\$[REDACTED] per [REDACTED] (being the mid-point of the [REDACTED] Range of between HK\$[REDACTED] and HK\$[REDACTED] per [REDACTED]), we estimate that we will receive [REDACTED] of approximately HK\$[REDACTED] million from the [REDACTED] after deducting the [REDACTED] commissions and other estimated expenses paid and payable by us in connection with the [REDACTED] and assuming that the [REDACTED] is not exercised. In line with our strategies, we intend to use our [REDACTED] from the [REDACTED] for the purposes and in the amounts set forth below: (i) approximately [REDACTED]% of the [REDACTED], or approximately HK\$[REDACTED] million, will be used to expand our production capacity over the next three years; (ii) approximately [REDACTED]% of the [REDACTED], or approximately HK\$[REDACTED] million, will be used to enhance our brand recognition, expand our sales network and explore international markets over the next year; (iii) approximately [REDACTED]% of the [REDACTED], or approximately HK\$[REDACTED] million, will be used to recruit R&D personnel and advance our R&D initiatives; and (iv) approximately [REDACTED]% of the [REDACTED], or approximately HK\$[REDACTED] million, will be used for working capital and general corporate purposes.

PRE-[REDACTED] INVESTMENTS

Our Company engaged in four rounds of Pre-[REDACTED] Investments from 2015 to 2025. For further details of the identities and background of the Pre-[REDACTED] Investors and the principal terms of the Pre-[REDACTED] Investment, see “History, Development and Corporate Structure — Pre-[REDACTED] Investments.”

PREVIOUS APPLICATION FOR LISTING ON THE SHENZHEN STOCK EXCHANGE

Our Company submitted an application for listing of our Shares on the ChiNext Board of the Shenzhen Stock Exchange on June 17, 2019 (the “**A-Share Listing Application**”). At that time, in response to the slowing pace of sales growth, we launched a strategic brand upgrade to differentiate green plum products from general snacks by positioning them as a mainstream food category with natural health benefits, aiming to open up broader market opportunities by appealing to everyday consumption scenarios, thereby strengthening consumer purchase motivation. We engaged a branding consultancy to support a comprehensive repositioning, conducted market research, and rolled out nationwide marketing campaigns in key cities. The strategic upgrade led to a temporary decline in revenue and a significant increase in marketing and promotional expenditure, therefore our net profit was expected to decrease substantially and fail to meet the substantive financial requirements for an A-share listing application. Accordingly, following discussions with the then sponsor, we withdrew the A-Share Listing Application on December 8, 2019. The A-Share Listing Application had not been returned or rejected by the CSRC and remained valid prior to our withdrawal. During the process of the A-Share Listing Application, save for the reason as disclosed above, we did not encounter any material difficulties or legal impediments which led us to withdraw the A-Share Listing Application. For further details, see “History, Development and Corporate Structure — Previous application for listing on the Shenzhen Stock Exchange.”

OUR CONTROLLING SHAREHOLDERS

Immediately following the completion of the [REDACTED] (assuming the [REDACTED] is not exercised), Mr. Yang, Ms. Li (who is Mr. Yang’s spouse), Jurun Investment, Kaixuan Star and Kailai Star will directly own approximately [REDACTED]%, [REDACTED]%, [REDACTED]%,

SUMMARY

[REDACTED]% and [REDACTED]% of the total issued share capital of our Company. Mr. Yang, Ms. Li, Jurun Investment, Kaixuan Star, Kailai Star and Liuliu Star are a group of Controlling Shareholders upon the [REDACTED]. See “Relationship with our Controlling Shareholders” for details.

DIVIDEND POLICY

No dividend was paid or declared by our Company or other entities comprising our Group during the Track Record Period. On May 10, 2026, we declared dividends of RMB67.3 million to our shareholders based on their equity interests in our Company as of March 31, 2026, which was fully paid on May 12, 2026. Any declaration and payment, as well as the amount of dividends, will be subject to our Articles of Association and the relevant PRC laws. We currently do not have any dividend policy or fixed dividend pay-out ratio. We may distribute dividends by way of cash or by other means that our Shareholders consider appropriate. Distribution of dividends is subject to the discretion of our Shareholders and our Shareholders may authorize our Board to make distribution plan. Our Board may recommend a distribution of dividends in the future after taking into account our results of operations, financial condition, operating requirements, capital requirements, Shareholders’ interests and any other conditions that our Board may deem relevant. We cannot assure you that we will be able to distribute dividends of the above amount or any amount, or at all, in any year. The declaration and payment of dividends may also be limited by legal restrictions and by loan or other agreements that our Company and our subsidiaries have entered into or may enter into in the future.

[REDACTED] EXPENSES

[REDACTED] expenses consist of professional fees, [REDACTED] commissions and other fees incurred in connection with the [REDACTED]. We expect to incur [REDACTED] expenses of approximately HK\$[REDACTED] million (based on the mid-point of the indicative [REDACTED] range and assuming the [REDACTED] is not exercised), which accounts for approximately [REDACTED]% of the gross [REDACTED] from the [REDACTED]. We estimate the [REDACTED] expenses to consist of approximately HK\$[REDACTED] million in [REDACTED] fees and HK\$[REDACTED] million in non-[REDACTED] fees. Among of the total [REDACTED] expenses, approximately HK\$[REDACTED] million will be directly attributable to the issue of our Shares, which will be deducted from equity upon the completion of the [REDACTED], and the remaining HK\$[REDACTED] million will be expensed in our consolidated statements of profit or loss and other comprehensive income. Our Directors do not expect such expenses to materially impact our results of operations in 2025. We did not recognize any [REDACTED] expenses in 2023. We recognized [REDACTED] expenses of RMB[REDACTED] million and RMB[REDACTED] million in 2024 and 2025, respectively, in our consolidated statements of profit or loss and other comprehensive income.

RECENT DEVELOPMENT AND NO MATERIAL ADVERSE CHANGE

Recent Development

After the Track Record Period, we have experienced a steady business growth. The growth was primarily driven by our continuous product development efforts and multi-channel sales network. We launched new dried plum products and products in packages for Chinese New Year. In addition, the sales volume continued increasing in the first quarter of 2026, compared to the same period in 2025.

During the course of February and April 2025, U.S. President Trump implemented tariffs on several major trading partners, including China, with a baseline of 10% tariffs (“U.S. Reciprocal Tariffs”). In response to the U.S. Reciprocal Tariffs, China adopted a series of trade measures including raising its tariffs on certain U.S. goods. As of May 12, 2025, the United States and the PRC entered into a bilateral tariff reduction arrangement under which the PRC reduced tariffs on certain U.S. goods from 125% to 10%, while the United States lowered tariffs on Chinese goods

SUMMARY

from 145% to 30%. This temporary reduction was subsequently extended, and as of February 23, 2026, the 10% tariff rate imposed by the PRC on goods imported from the United States remains in effect. On February 20, 2026, the U.S. Supreme Court struck down tariffs imposed by President Trump pursuant to executive orders issued under a national emergency statute. On the same day, President Trump announced a 10% across-the-board tariff, which he increased to 15% the following day. During the Track Record Period, our procurement from U.S. suppliers mainly comprised prunes, which amounted to nil, RMB3.3 million and RMB16.2 million in 2023, 2024 and 2025, respectively, representing nil, 0.3% and 1.1% of our total purchase amount during the same years. Our procurement from U.S. suppliers increased in 2025, mainly because we procured a large amount of prunes from the U.S. in early 2025, prior to China’s implementation of additional tariffs on U.S. goods or after China lowered its tariffs on U.S. goods, mainly due to customer demand for our prune-based products. We have found alternative suppliers for comparable prunes at competitive price. In particular, we procured prunes from Chile at comparable cost and quality subsequent to China’s implementation of additional tariffs.

Chile is one of the world’s largest prune exporters and is renowned for producing high-quality prunes that meet international standards in terms of size and taste. Chile’s favorable agricultural conditions and efficient production processes allow it to produce prunes at a competitive cost. In addition, the China-Chile Free Trade Agreement, originally signed in 2005 and expanded in 2019, significantly reduces tariffs on imports from Chile, ensuring that the procurement cost of Chilean prunes remains highly competitive. As such, we do not expect that the tariff policy changes may directly have material adverse effects on our business, financial condition and results of operations.

Dividends Post-Track Record Period

On May 10, 2026, we declared dividends of RMB67.3 million to our shareholders based on their equity interests in our Company as of March 31, 2026, which was fully paid on May 12, 2026.

No Material Adverse Change

Our Directors have confirmed that, up to the date of this document, there has been no material adverse change in our financial or trading position or prospects since December 31, 2025, being the date of our latest audited financial statements, and there has been no event since December 31, 2025 that would materially affect the information as set out in the Accountants’ Report in Appendix I to this document.