

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

## **Baiying Holdings Group Limited**

**百應控股集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8525)**

### **VOLUNTARY ANNOUNCEMENT APPOINTMENT OF CHIEF MARKETING OFFICER**

The board (the “**Board**”) of directors (the “**Directors**”) of Baiying Holdings Group Limited (the “**Company**”) hereby announces that with effect from 11 August 2023, Mr. Long Hongbo (“**Mr. Long**”) has been appointed as the chief marketing officer of the Company.

The biographical details of Mr. Long are set out below:

Mr. Long, aged 51, has been the sales director of Fujian Yongchun Qiaoxin Brewing Co., Ltd.\* (福建永春僑新釀造有限責任公司), an indirectly wholly-owned subsidiary of the Company, since May 2022. He was primarily responsible for formulating and implementing marketing strategies and sales targets, internal team building and management, negotiation and coordination with customers, sales channel promotion and management, and product and corporate image promotion. Mr. Long graduated from Jiangxi University of Finance and Economics and has over 20 years of work experience in the fast-moving consumer goods industry, specifically in the area of condiment product sales. His previous work experience includes working in a reputed condiment company Lee Kum Kee for 19 years and was formerly the sales director (South East region) of Lee Kum Kee.

Given Mr. Long’s extensive experience in the sector, the Board appointed him as the chief marketing officer of the Company to oversee the strategic planning and future business development of the manufacture and sale of vinegar and other condiment products segment of the Company.

By Order of the Board  
**Baiying Holdings Group Limited**  
**Zhou Shiyuan**  
*Chairman*

Fujian Province, the PRC, 25 August 2023

*As at the date of this announcement, the executive Directors are Mr. Zhou Shiyuan, Mr. Chen Xinwei and Mr. Huang Dake; the non-executive Director is Mr. Ke Jinding; and the independent non-executive Directors are Mr. Chen Chaolin, Mr. Tu Liandong and Mr. Xie Mianbi.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (2) there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) on the “Latest Listed Company Information” page for at least seven days from the date of its posting and on the Company’s website at [www.byleasing.com](http://www.byleasing.com).*

\* *The English translation of company names in Chinese is for identification purposes only. If there is any inconsistency between the Chinese names of entities or enterprises established in the People’s Republic of China and their English translations, the Chinese names shall prevail.*