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## **JIN MI FANG GROUP HOLDINGS LIMITED**

**今米房集團控股有限公司**

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

**(Stock Code: 8300)**

### **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE STRATEGIC COOPERATION AGREEMENT**

This announcement is made by JIN MI FANG GROUP HOLDINGS LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

#### **STRATEGIC COOPERATION AGREEMENT IN RELATION TO SALES AND DISTRIBUTION OF FOOD PRODUCTS**

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that on 18 June 2024, the Company entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with a supplier (the “**Supplier**”) in relation to the business cooperation between the parties for sales and distribution of food products (such as chicken and beef). Pursuant to the Strategic Cooperation Agreement, the parties agreed, among other things, that (i) the Company shall provide sales channels to the Supplier for the sale and distribution of the Supplier’s products in the People’s Republic of China; (ii) the Supplier shall provide high quality products and services to the Company at competitive prices; and (iii) the parties shall establish a team to proactively promote the above-mentioned cooperation and shall be jointly responsible for negotiation and daily coordination of the cooperation projects under the Strategic Cooperation Agreement. The Strategic Cooperation Agreement shall be valid for a term of two years.

## **INFORMATION OF THE PARTIES**

### **The Company**

The Company is an exempted company and an investment holding company incorporated in the Cayman Islands with limited liability, having its shares listed on GEM of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”). The Group is principally engaged in the provision of catering services through a chain of casual dining restaurants in Hong Kong and the supply of Chinese baijiu in the People’s Republic of China.

### **The Supplier**

Based on information available to the Company, the Supplier is a company incorporated in Hong Kong with limited liability and a wholly-owned subsidiary of a company whose shares are listed on the Main Board of the Stock Exchange. The principal activities of the Supplier and the listed group include distribution and trading of fresh and live food products.

## **REASONS FOR AND BENEFITS OF ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT**

The Group is principally engaged in the provision of catering services through a chain of casual dining restaurants in Hong Kong and the supply of Chinese baijiu in the People’s Republic of China.

As disclosed in the interim report of the Company for the six months ended 30 September 2023, due to the uncertainty of the outlook of the catering industry in Hong Kong albeit the relaxation of travel restrictions and anti-epidemic measures in the post-pandemic era, the Company would pay careful attention to business trends in the market and keep monitoring and searching for market opportunities for its expansion plan in order to improve financial performance, with an ultimate aim of providing steady return and growth prospects to shareholders of the Company.

In January 2024, the Board resolved to develop a new business relating to the supply of Chinese baijiu in the People’s Republic of China, including but not limited to brand management, customisation, marketing and distribution of premium Chinese baijiu, with a focus on business-to-business sales of Chinese baijiu. This represents the Company’s initiative in business diversification on top of its existing catering business in the post-pandemic era, with the intention of enhancing the revenue base of the Group. For further details, please refer to the announcements of the Company dated 18 January 2024 and 25 January 2024.

In addition to the supply of Chinese baijiu business, the Company has been actively exploring new business opportunities in order to bring higher return to its shareholders. The entering into of the Strategic Cooperation Agreement represents an invaluable opportunity for the Group to tap into the business segment of sales and distribution of food products through cooperation with the Supplier, being a prominent and solid market participant. Based on information available to the Company, the Supplier is principally engaged in distribution and trading of a wide spectrum of fresh and live food products, including organic vegetables, seasonal fruits, fresh meat, frozen meat, specialty poultry and eggs, seafood, grain and oil products and other general food items. The existing distribution channels of the Supplier range from supermarkets and wet markets to retail stores and online platforms. The Company believes that its cooperation with the Supplier will create synergy for both parties, enabling the Group to diversify its business and revenue source in furtherance of the Group's existing catering business with the supply of quality food products by the Supplier which is an established market player on one hand, and utilising the distribution resources of the Company to enhance the market outreach of food products of the Supplier on the other hand. In order to fully capitalize the competitive advantages derived from distribution channels available to the Group pursuant to the Strategic Cooperation Agreement, the Company established a wholly-owned subsidiary, Jin Mi Fang (Nanjing) Catering Management Company Limited\* (今米房(南京)餐飲管理有限公司), in Nanjing, Jiangsu Province, the People's Republic of China in June 2024, for the development of catering and related supply chain business across the People's Republic of China.

The Directors are of the view that the Group will be able to leverage on its established experience and expertise in the catering industry to develop the business of sales and distribution of food products, thereby further diversifying the Group's income streams and eventually enhancing the financial performance of the Group as a whole. The Directors consider that the entering into of the Strategic Cooperation Agreement is in the interests of the Company and its shareholders as a whole.

By order of the Board  
**JIN MI FANG GROUP HOLDINGS LIMITED**  
今米房集團控股有限公司  
**Zhou Feng**  
*Chairman and Executive Director*

Hong Kong, 19 June 2024

\* For identification purposes only

*As at the date of this announcement, the executive Directors are Mr. Zhou Feng, Mr. Wang Yongqiang, Ms. Zhang Miao and Mr. Wong Man Wai, the non-executive Director is Ms. Mak Suet Man and the independent non-executive Directors are Mr. Ho Lik Kwan Luke, Mr. Lam Lap Sing and Ms. Lau Wai Hing.*

*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 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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

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