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Jiumaojiu International Holdings Limited

九毛九国际控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9922)

POSITIVE PROFIT ALERT

This announcement is made by Jiumaojiu International Holdings Limited (九毛九国际控股有限公司) (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 of 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 the Board’s assessment of the latest information currently available to the Board and a preliminary review by the Board of the unaudited consolidated management accounts of the Group for the year ended December 31, 2021 (the “**Year**”), the Group is expected to record (i) a profit attributable to the equity shareholders of the Company (“**Profit**”) of not less than RMB330.0 million, representing a substantial increase of not less than 165.9% as compared to a Profit of RMB124.1 million for the year ended December 31, 2020, and (ii) revenue for the Year of not less than RMB4,100 million, representing a substantial increase of not less than 51.0% as compared to a revenue of RMB2,714.8 million for the year ended December 31, 2020. Based on the information currently available, the Board is of the view that such expected increases are primarily attributable to the strong growth in the Group’s revenue from its restaurant operations, which has been mainly driven by the expansion of the Group’s Tai Er restaurant network from 233 as of December 31, 2020 to 350 as of December 31, 2021.

Information contained in this announcement is based solely on the Board’s preliminary assessment of the latest information available to the Board as at the date of this announcement and the unaudited consolidated management accounts of the Group for the Year, which have not been audited by the Company’s auditors or reviewed by the audit committee of the Board. The Company is in the process of finalizing the consolidated financial results of the Group for the Year, and the actual results of the Group for the Year may differ from what is disclosed in this announcement. Audited financial results of the Group for the Year are expected to be published in the annual results announcement in March 2022.

Shareholders and investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Jiumaojiu International Holdings Limited
Guan Yihong
Chairman

Hong Kong, February 22, 2022

As at the date of this announcement, the Board comprises Mr. Guan Yihong as chairman and executive director and Mr. Li Zhuoguang, Ms. Cui Longyu and Mr. He Chengxiao as executive directors, and Mr. Deng Tao, Ms. Tang Zhihui and Ms. Zhu Rui as independent non-executive directors.