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Miji International Holdings Limited **米技國際控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1715)

VOLUNTARY ANNOUNCEMENT **STRATEGIC COOPERATION FRAMEWORK AGREEMENT**

This is a voluntary announcement made by Miji International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide the shareholders and potential investors of the Company an update on the latest business development of the Group.

THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The board (the “**Board**”) of the directors (the “**Directors**”) of the Company is pleased to announce that on 23 May 2022, 上海米眼波科技有限公司 (Shanghai Miyanbo Technology Co., Ltd.*), an indirect wholly-owned subsidiary of the Company has entered into a strategic cooperation framework agreement with 上海才楨科技有限公司 (Shanghai Caizhen Technology Co., Ltd.*) (“**Shanghai Caizhen**”) in relation to the sale and distribution of products related to health industry (the “**Strategic Framework Cooperation Agreement**”).

Pursuant to the Strategic Cooperation Framework Agreement, Shanghai Caizhen will be responsible for the supply of premium products related to health industry. The Group will be responsible for the marketing and distribution of the products related to health industry of Shanghai Caizhen. The Group will provide tailor-made marketing solutions and it will also launch the products related to health industry on its product distribution network.

Both Shanghai Caizhen and the Group will conduct due diligence reviews before entering into formal cooperation agreement. Each party shall use its reasonable endeavours to assist the other party in connection with such reviews so as to enable the reviews to be completed as soon as possible.

NON LEGALLY-BINDING EFFECT

The Strategic Cooperation Framework Agreement does not constitute a commitment or binding obligation on the parties in relation to the strategic cooperation. The strategic cooperation under the Strategic Cooperation Framework Agreement will be subject to execution and completion of binding agreement(s).

* *For identification purpose only*

EFFECTIVE PERIOD OF THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The Strategic Cooperation Framework Agreement has an effective period of 180 working days commencing from the date of the Strategic Cooperation Framework Agreement.

BACKGROUND OF SHANGHAI CAIZHEN

Shanghai Caizhen is a company incorporated in China with limited liability. It is principally engaged in the provision of healthcare solutions and supply of healthcare equipment in China.

To the best of the Directors' knowledge, information and belief, and after making all reasonable enquiries, Shanghai Caizhen and its ultimate beneficial owners are independent of and not connected with the Company or its connected persons.

ADVANTAGES AND BENEFITS OF THE STRATEGIC COOPERATION AGREEMENT

The Group has extensive experience in the sales and distribution of kitchen appliances in China, with a major focus to encourage a healthy lifestyle. Over the years, the Group has established an effective offline and online product distribution network comprising distributors, comprising consignment sales, television platforms, online platforms, social media stores and corporate clients.

The Company considers that the health awareness of the consumers in China are rapidly rising and the demand for products related to health industry in China is huge. Leveraging on its marketing experience and established product distribution network, the Company believes that the strategic cooperation with Shanghai Caizhen is an opportunity for business growth and it can also expand and diversify the Company's customer base. Accordingly, the Board is of the view that this strategic cooperation is in the interests of the Company and its shareholders as a whole.

GENERAL

As the Strategic Cooperation Framework Agreement may or may not lead to the entering into any binding agreement(s), the aforesaid proposed cooperation may or may not proceed. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Miji International Holdings Limited
Madam Maeck Can Yue
Chairperson and Executive Director

Hong Kong, 23 May 2022

As at the date of this announcement, the executive Directors of the Company are Madam Maeck Can Yue and Mr. Wu Huizhang; the independent non-executive Directors of the Company are Mr. Wang Shih-fang, Mr. Yan Chi Ming, Mr. Hooi Hing Lee, Mr. Gu Qing and Mr. Li Wei.