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**Jia Yao Holdings Limited**  
**嘉耀控股有限公司**

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

**(Stock code: 01626)**

**POSITIVE PROFIT ALERT**

This announcement is made by Jia Yao Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (Cap. 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on the information currently available to the management of the Company, the Group is expected to record a net profit after tax in the range of approximately RMB29.0 million to RMB31.5 million for the six months ended 30 June 2023 as compared to the net profit after tax of approximately RMB0.7 million for the six months ended 30 June 2022. The aforesaid increase in net profit after tax is mainly due to the prominent contribution made by the electronic cigarettes segment to the Group’s gross profit, which achieved a rapid growth rate and higher profit margin during the six months ended 30 June 2023.

The Company is still in the process of finalizing the unaudited consolidated interim results of the Group for the six months ended 30 June 2023. This announcement is only based on the preliminary assessment by the Company’s management of the financial information currently available to it which is subject to finalisation and other potential adjustments, if any, and is not based on any figures or information that has been reviewed or audited by the Company’s auditor or the audit committee of the Company. Shareholders of the

Company and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2023, which is expected to be published on 29 August 2023.

**Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.**

By order of the Board  
**JIA YAO HOLDINGS LIMITED**  
**Yang Yoong An**  
*Chairman and Executive Director*

Hong Kong, 4 August 2023

*As at the date of this announcement, the Board comprises Mr. Yang Yoong An (Chairman) as executive Director, Mr. Feng Bin and Mr. Yang Fan as non-executive Directors and Mr. Gong Jinjun, Ms. Guo Wei and Mr. Wang Ping as independent non-executive Directors.*