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Chongqing Hongjiu Fruit Co., Limited

重慶洪九果品股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 6689)

VOLUNTARY ANNOUNCEMENT ENTERING INTO A MEMORANDUM OF STRATEGIC COOPERATION

Chongqing Hongjiu Fruit Co., Limited (the “**Company**”) has noted the increase in the trading price and the trading volume of the shares of the Company (the “**Shares**”) on September 18, 2023. This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and pursuant to Rule 13.10(1) of the Rules Governing the Listing of the Securities on the Stock Exchange (the “**Hong Kong Listing Rules**”).

The board of directors (the “**Board**”) of the Company is pleased to announce that with the promotion of the Enterprise Development Fund of the Ministry of Economy and Finance of Cambodia, the Company, ID Capital Plc. and Advance Digital World Trade Co., Ltd. entered into a three-party memorandum of strategic cooperation (the “**Memorandum**”) at the 20th China-ASEAN Expo on September 17, 2023 reaching an in-depth strategic cooperation on important aspects, such as the development of durian and longan bases and expanding sales channels.

Reasons and Benefits of Entering into the Memorandum

The Board believes that this strategic cooperation not only proves the Company’s commitment to promoting sustainable agriculture, but also demonstrates the Company’s long-term commitment to supporting agricultural cooperation between China and Cambodia. The Company believes that the close cooperation mechanism with global strategic partners will not only help Cambodian farmers increase their income, but also promote the agricultural economic development in Cambodia and more countries along the “Belt and Road” and will also help improve the Company’s layout of global quality fruits origin. At the same time, it will provide assistance to the company’s next-stage development strategy of “global sourcing and global supply”.

Information of the Parties Involved

ID Capital Plc. is a licensed fund management company with principal business activities in management of public funds, private funds, fundraising through technology, crowd funding, fund administration, and fund distribution. Advance Digital World Trade Co., Ltd. is a consulting company with principal business activities in providing consulting services, including Cambodia-China business networking and investment promotion. To the best of the knowledge, information and belief of the Board, having made all reasonable enquiries, both ID Capital Plc. and Advance Digital World Trade Co., Ltd. are third parties independent of the Company and its connected persons (as defined in the Hong Kong Listing Rules).

The Memorandum is only a memorandum entered into between the Company and the counterparties. All parties will sign specific agreements to promote the further development of strategic cooperation taking into the consideration of the market conditions of fruits in relevant origins, geopolitical and economic situations, and whether to form more incremental synergistic value with the Company.

By Order of the Board
Chongqing Hongjiu Fruit Co., Limited
Deng Hongjiu
Chairman

Chongqing, the PRC
September 18, 2023

As of the date of this announcement, the Board comprises Mr. Deng Hongjiu as the chairman of the Board and an executive Director, Ms. Jiang Zongying, Mr. Peng He, Mr. Yang Junwen and Ms. Tan Bo as executive Directors, Mr. Xia Bei, Mr. Dong Jiaxun and Mr. Chen Tongtong as non-executive Directors, and Ms. Xu Kemei, Ms. Liu Xiuqin, Mr. An Rui and Mr. Liu Anzhou as independent non-executive Directors.