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## **Smooore International Holdings Limited**

**思摩爾國際控股有限公司**

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

**(Stock Code: 6969)**

### **INSIDE INFORMATION PREMARKET TOBACCO PRODUCT APPLICATIONS UPDATES**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Smooore International Holdings Limited (the “**Company**”, together with its subsidiaries, collectively 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

As stated and explained in the Company’s Annual Report 2022 and Interim Report 2023, the United States federal legislation subjects electronic nicotine delivery system products to premarket tobacco product applications (“**PMTA**”) requirements administered by the U.S. Food and Drug Administration (“**FDA**”). The Board has noted that the FDA had on 12 October 2023 issued marketing denial orders (“**MDOs**”) to R.J. Reynolds Vapor Company (“**RJR**”) for six menthol-flavored and mixed berry-flavored e-cigarette products (“**Products**”) under its Vuse Alto brand. The Group is supplying the menthol-flavored Products (“**Menthol Flavored Products**”) to RJR, and the Menthol Flavored Products accounted for approximately 13% of the revenue of the Group for the period from 1 January 2022 to 30 September 2023.

The Board further noted that RJR indicated on the same day that it intended to challenge the MDOs and will seek a stay of enforcement thereof. The Company was also informed by RJR that a temporary administrative stay of the MDOs was already granted and therefore marketing and distribution of the Menthol Flavored Products in the United States may continue. If a stay of enforcement is granted, the Menthol Flavored Products can continue be marketed and distributed in the United States. In the event that RJR fails to obtain a stay of enforcement and the temporary administrative stay expires or is revoked, or that the MDOs are upheld eventually, the Menthol Flavored Products may not be permitted to be marketed or distributed in the United States. The Company will monitor the situation and make further announcement as and when appropriate.

**Shareholders and investors of the Company should exercise caution when dealing in the shares of the Company and, in case of doubt, to seek independent advice from professional or financial advisers.**

By order of the Board  
**Smooore International Holdings Limited**  
**Mr. Chen Zhiping**  
*Chairman of the Board*

Hong Kong, 15 October 2023

*As at the date of this announcement, the Executive Directors are Mr. Chen Zhiping, Mr. Xiong Shaoming, Mr. Wang Guisheng and Ms. Wang Xin; the Non-executive Director is Ms. Jiang Min; and the Independent Non-executive Directors are Mr. Zhong Shan, Mr. Yim Siu Wing, Simon and Dr. Wang Gao.*