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Zhou Hei Ya International Holdings Company Limited

周黑鴨國際控股有限公司 (Incorporated in the Cayman Islands with limited liability) (Stock Code: 1458)

INSIDE INFORMATION ADOPTION OF REVISED DIVIDEND POLICY

This announcement is made by Zhou Hei Ya International Holdings Company Limited (the"**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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, the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") is pleased to announce that it has approved and adopted a revised dividend policy (the "**Revised Dividend Policy**") to raise the rate of dividends that the Company intends to distribute to the shareholders of the Company (the "**Shareholders**") to not less than 60% of the profit attributable to owners of the Company for a financial year, subject to the conditions and factors set below in the Revised Dividend Policy. The Revised Dividend Policy will take effect from March 8, 2024.

According to the Revised Dividend Policy, in recommending or declaring dividends, the Company shall maintain adequate cash reserves for meeting its working capital requirements and future growth as well as its share value. The Board has the discretion to declare and distribute dividends to the Shareholders, subject to the articles of association of the Company, all applicable laws and regulations and the Revised Dividend Policy. The Board shall also take into account the following factors of the Group when considering the declaration and payment of dividends:

- (a) financial results;
- (b) cash flow;
- (c) financial condition;

- (d) any legal or regulatory restrictions on payment of dividends;
- (e) capital requirements of the Company;
- (f) future business plan and prospects; and
- (g) any other factors that the Board may consider relevant.

Depending on the financial conditions of the Group and the conditions and factors set out above, the Board may recommend and/or declare the following dividends:

- (a) final dividends;
- (b) interim dividends;
- (c) special dividend; and
- (d) any distribution of net profits that the Board may deem appropriate.

Any final dividend for a financial year will be subject to Shareholders' approval. The Company may declare and pay dividends by way of cash or scrip or by other means that the Board considers appropriate.

The Revised Dividend Policy shall in no way constitute a legally binding commitment by the Company in respect of its future dividend and/or in no way obligate the Company to declare a dividend at any time or from time to time.

The Board will review the Revised Dividend Policy as appropriate from time to time.

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

By order of the Board Zhou Hei Ya International Holdings Company Limited ZHOU Fuyu Chairman

Hong Kong, March 8, 2024

As at the date of this announcement, the executive Directors are Mr. ZHOU Fuyu, Mr. ZHANG Yuchen and Mr. WEN Yong; the non-executive Director is Mr. PAN Pan; and the independent non-executive Directors are Mr. CHAN Kam Ching, Paul and Mr. LU Weidong and Mr. CHEN Chen.