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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)

VOLUNTARY ANNOUNCEMENT

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Smooore International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The Company is pleased to announce that on 21 June 2024, one of the Group’s clients NJOY LLC (a wholly owned subsidiary of Altria), received marketing granted orders (“**MGO(s)**”) for four new tobacco products, including two menthol-flavored closed e-cigarette pods (NJOY ACE Pod Menthol 2.4% and NJOY ACE Pod Menthol 5%) and two menthol-flavored disposable e-cigarettes (NJOY DAILY Menthol 4.5% and NJOY DAILY EXTRA Menthol 6%), through the Premarket Tobacco Product Application (“**PMTA**”) pathway. As at the date of this announcement, the Group’s client NJOY LLC has received MGOs for ten new tobacco products through the PMTA pathway (including one NJOY ACE closed e-cigarette device, five NJOY ACE tobacco-flavored and menthol-flavored closed e-cigarette pods and four NJOY DAILY tobacco-flavored and menthol-flavored disposable e-cigarettes). According to the sales records from the beginning of this year to the date of this announcement, the Group supplies these ten products to NJOY LLC.

The Company is encouraged by the success of its clients in their PMTA applications and believes that this will provide clearer guidance to the Group as to where to better deploy its resources for the US market.

There is no assurance as to the outcome of PMTA applications by the Group or the Group’s clients. Shareholders of the Company and other investors are advised to exercise caution when dealing in the securities 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, 24 June 2024

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.