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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).

The Company is pleased to announce that on 18 July 2024, R.J. Reynolds Vapor Company (“**RJR**”), received marketing granted orders (“**MGO(s)**”) for seven new tobacco products, including one power unit (Vuse Alto Power Unit) and six tobacco-flavored closed e-cigarette pods (Vuse Alto Pod Rich Tobacco 1.8%, Vuse Alto Pod Rich Tobacco 2.4%, Vuse Alto Pod Rich Tobacco 5%, Vuse Alto Pod Golden Tobacco 1.8%, Vuse Alto Pod Golden Tobacco 2.4%, Vuse Alto Pod Golden Tobacco 5%), through the Premarket Tobacco Product Application (“**PMTA**”) pathway. Reynolds American Inc. (“**Reynolds American**”, together with its subsidiaries, including RJR, collectively “**RJR Group**”) is one of the Group’s clients in the U.S. According to the sales records from the beginning of this year to the date of this announcement, the Group supplies these seven products to RJR Group.

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  
**Smoores International Holdings Limited**  
**Mr. Chen Zhiping**  
*Chairman of the Board*

Hong Kong, 21 July 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.*