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卫龙美味全球控股有限公司
WEILONG Delicious Global Holdings Ltd
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9985)

POSITIVE PROFIT ALERT

This announcement is made by WEILONG Delicious Global Holdings Ltd (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 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Reporting Period**”) and other information currently available to the Company, the Group is expected to record a net profit for the Reporting Period in the range of approximately RMB599.1 million to RMB621.5 million, representing an increase of approximately 34% to 39% as compared to the net profit of approximately RMB447.1 million for the six months ended 30 June 2023.

The Board considers that the expected increase in net profit for the Reporting Period was mainly attributable to:

- (1) Effective implementation of various business development strategies, especially active promotion of omni-channel construction and brand building, due to which, both online and offline revenue of the Group increased steadily;
- (2) Increase in the capacity utilization and decrease in the prices of certain raw materials contributed to an increase in the overall gross profit margin of the Group.

As at the date of this announcement, the Company is in the process of finalizing the interim results of the Group for the Reporting Period. The figures set out in this announcement are only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the data currently available to the Board, which have not been reviewed by the audit committee and/or the independent auditors of the Company. Accordingly, the actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders and potential investors are advised to refer to the Group's interim results announcement for the Reporting Period, which is expected to be published in mid-August 2024.

The Company will keep the Shareholders and potential investors informed of any material developments in relation to the above matters in due course by way of regular announcements and/or further announcements. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
WEILONG Delicious Global Holdings Ltd
LIU Weiping
Chairman

Hong Kong, China
25 July 2024

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Weiping, Mr. LIU Fuping, Mr. SUN Yinong, Mr. PENG Hongzhi, Mr. LIU Zhongsi and Mr. YU Feng, and the independent non-executive Directors of the Company are Ms. XU Lili, Mr. ZHANG Bihong and Ms. XING Dongmei.