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中煙國際（香港）有限公司

China Tobacco International (HK) Company Limited

(incorporated in Hong Kong with limited liability)

(Stock code: 6055)

POSITIVE PROFIT ALERT

This announcement is made by China Tobacco International (HK) 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 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") is pleased to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary assessment of the Group's latest unaudited consolidated management accounts and the information currently available to the Board, the Group is expected to record for the year ending 31 December 2024 (the "**Year**") an increase in profit attributable to the owners of the Company of not less than 30%, as compared to 2023. This projected growth stems from the Group's steadfast commitment to its current businesses, proactive exploration of new businesses, and continuous enhancement of overall profitability. The expected increase in profit attributable to the owners of the Company for the Year as compared to 2023 is primarily attributable to the following reasons:

(1) For the tobacco leaf products import business, the increase in the proportion of Brazil tobacco leaf products with higher gross profit margin arrived at the ports during the Year and the increase in the overall unit sale price of imported tobacco leaf products were both recorded on a year-on-year basis, resulting in an increase in the gross profit of the Group's tobacco leaf products import business;

(2) For the cigarettes export business, the Group continuously optimised the cigarette business structure and increased the proportion of proprietary business, effectively increasing gross profit margin, resulting in a significant increase in the gross profit of the Group's cigarettes export business;

(3) For Brazil operation business, the sales volume of finished tobacco strips with higher unit sale price has shown a relatively significant increase in sales proportion during the Year, as well as the unit sale price of Brazil tobacco leaf products has increased on a year-on-year basis, resulting in a significant increase in the gross profit of the Group's Brazil operation business;

(4) For the tobacco leaf products export business, the Group actively sourced supplies of marketable tobacco leaves and optimised the pricing policies, effectively increasing gross profit margin, resulting in a significant increase in the gross profit of the Group's tobacco leaf products export business; and

(5) For the new tobacco products export business, the Group continuously optimised business model and improved its gross profit margin, resulting in an increase in the gross profit of the Group's new tobacco products export business.

The information contained in this announcement has not been audited or reviewed by the Company's independent auditors. The unaudited annual results of the Group for the Year may differ from the information contained in this announcement.

Detailed financial information of the Group for the Year will be disclosed in the annual results announcement of the Company for the Year which is expected to be published before 31 March 2025. Shareholders and potential investors are advised to read the annual results announcement of the Company when it is published.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the board of directors of
China Tobacco International (HK) Company Limited
Shao Yan
Chairman

Hong Kong, 16 December 2024

As at the date of this announcement, the board of directors comprises Mr. Shao Yan, as chairman and non-executive director, Mr. Dai Jiahui, Mr. Wang Chengrui, Mr. Xu Zengyun and Ms. Mao Zilu as executive directors, and Mr. Chow Siu Lui, Mr. Wang Xinhua, Mr. Qian Yi and Ms. He Junhua as independent non-executive directors.