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Jiumaojiu International Holdings Limited

九毛九国际控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9922)

VOLUNTARY ANNOUNCEMENT OPERATIONAL UPDATE FOR THE FOURTH QUARTER OF 2024

This announcement is made by Jiumaojiu International Holdings Limited (九毛九国际控股有限公司) (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform the shareholders of the Company and potential investors about the unaudited key operational data of the Group for the fourth quarter of 2024.

Number of restaurants by brand	As of December 31, 2024
Tai Er	634
– Self-operated	623
– Franchised	11
Song Hot Pot.	80
Jiu Mao Jiu	71
– Self-operated	70
– Franchised	1
Lai Mei Li.	1
Fresh Wood.	1
Shandeshanwaimian	20
– Self-operated	4
– Franchised	16
Total.	807

Table turnover rate of major brands⁽¹⁾	For the three months ended December 31, 2024
Tai Er (self-operated only)	3.0
– Mainland China	3.0
– Other regions	4.2
Song Hot Pot.	2.7
Jiu Mao Jiu (self-operated only)	2.4

Average spending per customer of major brands (RMB)⁽²⁾	For the three months ended December 31, 2024
Tai Er (self-operated only)	72
– Mainland China	66
– Other regions	155
Song Hot Pot.	99
Jiu Mao Jiu (self-operated only)	54

Change in same store average daily sales of major brands (year-on-year)⁽³⁾	For the three months ended December 31, 2024
Tai Er (self-operated only)	-24.6%
Song Hot Pot.	-26.9%
Jiu Mao Jiu (self-operated only)	-18.5%

Notes:

- (1) Table turnover rate for the period is calculated by dividing total tables served by the product of total restaurant operation days and average table count during the period.
- (2) Average spending per customer for the period is calculated by dividing revenue generated from the restaurant operations for the period by total customer traffic for the period.
- (3) Same store average daily sales for the period refers to the average daily revenue of all restaurants that qualified as same stores during that period. The Group defines its same store base to be those restaurants that opened for the same number of days in both the fourth quarter of 2024 and the fourth quarter of 2023.

During the fourth quarter of 2024, the average spending per customer of Tai Er (mainland China) and Song Hot Pot increased slightly compared to the third quarter of 2024, primarily due to adjustments in promotional policies. During the same period, the year-on-year decline in same store average daily sales of the major brands was mainly attributable to the persistent impact of changes in external environment.

The information contained in this announcement does not constitute, represent or indicate a complete picture of the Group' revenue or financial performance. This announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the board of directors of the Company (the "Board"), and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company or the audit committee of the Board. The information contained in this announcement may be subject to change or adjustment. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Jiumaojiu International Holdings Limited
Guan Yihong
Chairman

Hong Kong, January 17, 2025

As at the date of this announcement, the Board comprises Mr. Guan Yihong as chairman and executive director, Mr. He Chengxiao as chief executive officer and executive director, Ms. Cui Longyu and Mr. Su Danman as executive directors, and Ms. Tang Zhihui, Ms. Zhu Rui and Ms. Wang Xiaomei as independent non-executive directors.