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Shiyue Daotian Group Co., Ltd.

十月稻田集團股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock code: 9676)

POSITIVE PROFIT ALERT

This announcement is made by Shiyue Daotian Group Co., Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 and the information currently available to the Board, the Group is expected to record an adjusted net profit (non-IFRS measure)¹ of not less than RMB282,853,000, representing an increase of not less than 90% as compared to the adjusted net profit (non-IFRS measure) of RMB148,870,000 in the corresponding period for the six months ended June 30, 2024. The increase in such adjusted net profit (non-IFRS measure) was mainly attributable to (i) the Group’s ongoing innovation and in-depth operation in household food, its ability to gain insights into consumer trends, optimize product structure, and strengthen cooperation with high-quality sales channels, all of which contributed to a sustained improvement in profitability, and (ii) the strengthening of brand presence, driving the increase in multichannel sales.

The Company will continue to closely monitor the overall changes in industry trends, adjust its business strategies to leverage its unique characteristics and advantages, enhance its brand impact and competitiveness, cater to consumer demands, and take concrete actions to support rural revitalization. Despite any challenges encountered, the Company adheres to its unwavering commitment to its mission and is committed to providing Chinese consumers with healthy, quality, and safe household food products, while promoting the sustainable growth of the enterprise through a long-term perspective.

¹ Adjusted net profit (non-IFRS measure) is defined as net profit for the period adjusted by adding back changes in fair value arising from equity investments.

As of the date of this announcement, the Company is still in the process of finalising the consolidated interim results of the Group for the six months ended June 30, 2025. The information contained in this announcement is only based on the information currently available to the Board and the preliminary assessment on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025, which has not been confirmed, reviewed or audited by the auditors and may be subject to amendments. Shareholders and potential investors are advised to read the interim results announcement of the Group for the six months ended June 30, 2025, which is expected to be published in late August 2025.

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

By order of the Board
Shiyue Daotian Group Co., Ltd.
Mr. WANG Bing
Chairman and Executive Director

Beijing, the PRC, July 17, 2025

As at the date of this announcement, the Board comprises Mr. WANG Bing, Ms. ZHAO Wenjun, Ms. ZHAO Shulan, Mr. SHU Minghe and Mr. ZOU Hao as executive Directors; Mr. CHANG Bin as non-executive Director; and Mr. SHI Ketong, Mr. YEUNG Chi Tat and Mr. LIN Chen as independent non-executive Directors.